

Cooperative Marketing

Program Summary for the Fiscal
Year Ending June 30, 2010



Division of Tourism

Working together to lead Missouri in becoming one of America's most memorable tourist destinations.

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SECTION I. PROGRAM OVERVIEW AND ANALYSIS FY1995 THROUGH FY2010

The Division of Tourism Cooperative Marketing Program has awarded more than \$41 million toward the support of local performance-based tourism marketing projects since its inception in fiscal year 1995. The program funds qualified projects that align with the division's strategies and markets to achieve the program goals on a dollar for dollar matching funds basis. Year after year, the program sets superior industry standards that have been widely emulated.

Program Goals:

- Extend the Division of Tourism marketing resources through participation in countywide strategic leisure travel marketing partnerships
- Support qualified performance-driven projects designed to increase tourism expenditures in Missouri
- Provide incentive and opportunity for growth and improvement in county and regional marketing efforts with an emphasis on incremental over-night stays.

Administration:

The Division of Tourism administers the Cooperative Marketing Program under the direction of the Missouri Tourism Commission and with recommendations from an active industry advisory committee.

Division of Tourism Tourism Regions:

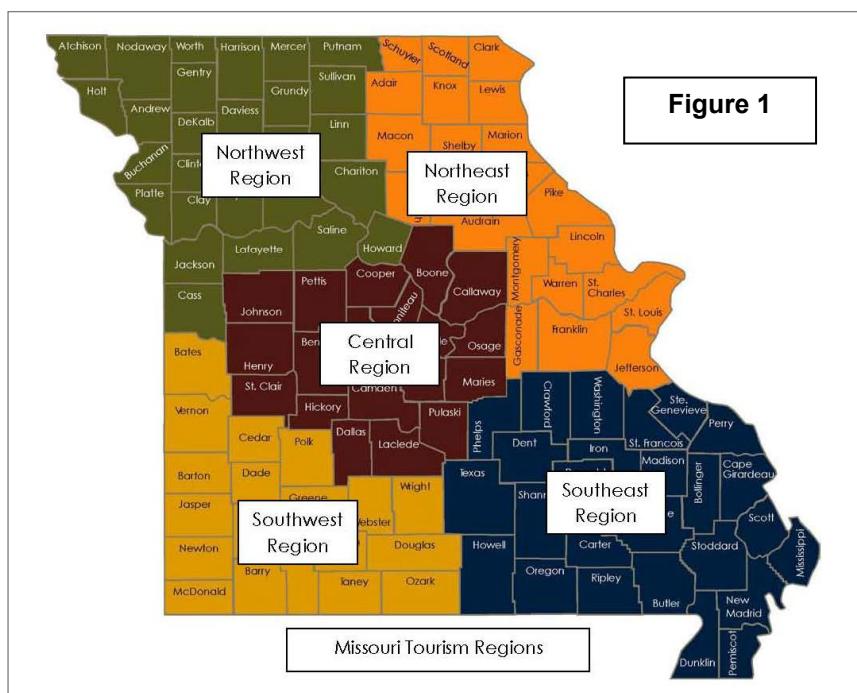
Figure 1 illustrates the Missouri Division of Tourism vacation regions. Cooperative Marketing funding is tracked by these regions as well as by county.

Cooperative Marketing Advisory Committee:

The Cooperative Marketing Advisory Committee, comprised of industry professionals, provides ongoing insight into the tourism marketing needs of the industry. Regional representation is one of the criteria for the committee member selection.

Strategic Planning:

The division continually reviews and assesses eligible marketing activities, program requirements and reporting systems. The analysis of past performance provides valuable information for the planning and design of future programs. In this spirit, strategic planning meetings are held each year with the advisory committee to identify improvements for future years. The division strives to ensure that the Cooperative Marketing Program both meets the needs of the tourism industry as well as Missouri



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taxpayers. The program must be a constant work-in-progress so that it can continue to meet new objectives in an ever-changing marketplace.

History:

Through the end of the 2010 fiscal year, the Cooperative Marketing Program supported approved destination marketing organizations (DMOs) with state funding awards of just under \$41.3 million for advertising and marketing projects totaling more than \$82.6 million.

Figure 2

FY95-10 Awards/Reimbursements by Tourism Region			
Tourism Region	# of Projects	Awards (Millions)	Reimbursements (Millions)
Central	263	\$7.4	\$6.7
Northeast	315	\$16.2	\$14.8
Northwest	161	\$2.5	\$2.1
Southeast	152	\$1.4	\$1.2
Southwest	210	\$13.8	\$13.0
Total FY95-09	1101	\$41.3	\$37.8

Figure 2 illustrates the totals of FY1995 through FY2010 program awards and reimbursements by each of our five tourism regions.

Figure 3 reflects the total budgets of approved projects by marketing activity type for the period FY1995 through FY2010. Media advertising, which includes the placement of destination advertising in print, broadcast and internet outlets.

Areas of Focus:

The Missouri Cooperative Marketing Program provides reimbursement of up to 50% of eligible expenses incurred by certified DMOs for the fulfillment of approved tourism marketing projects designed to increase the

economic impact of tourism throughout Missouri. To be considered tourism marketing, a project must specifically target the potential visitor who must travel a minimum of fifty miles to reach the destination. The four general areas of focus for funding available through the co-op program are 1) marketing to the leisure traveler, 2) marketing to the media 3) marketing to the event planner, and 4) tourism research.

Figure 3

FY95-10 Awards by Marketing Activity		
Marketing Activity	Budget Totals (Millions)	% of Budget
Media Advertising	\$71.3	86%
Collateral Material Development & Printing	\$4.9	6%
Billboards, PR, Audio Visual Materials Web Sites, Direct Advertising, & Other Mktg. Activities	\$4.2	5%
Production & Other Non-marketing Activities	\$2.2	3%
Total Awards	\$82.6	100%

1. Marketing to the Leisure Traveler – Performance-based tourism marketing projects that target the leisure traveler are the primary focus of the Cooperative Marketing Program. The following categories provide funding opportunities designed to satisfy a wide-variety of marketing needs.

- Missouri Jewels Program – Technical assistance and funding for the development of an appropriate tourism Web site or printed marketing piece
- Small Project Marketing - Simplified category for small projects and a variety of tourism marketing activities
- Leisure Travel Marketing - Various tourism marketing activities

- Destination Advertising - Media advertising only restricted to ad placement in approved media & markets.

2. Marketing to the Media – Leisure Travel Focus

- Public Relations – Marketing to the media through contracted public relations services that encourage positive media coverage with a leisure travel focus.

3. Marketing to the Event Planner

- Convention Marketing – Marketing that targets the meeting conference planner to attract new business that does not typically meet in Missouri.
- Amateur Sports Marketing – Marketing that targets the sporting event planner to attract new business that does not typically meet in Missouri.

4. Tourism Research – This category provides matching funds for the implementation of approved tourism research projects that identify markets and targets or measure marketing outcomes.

Figure 4 presents the overall program awards and reimbursements by marketing focus from FY1995 through FY2010.

Figure 4 FY95–10 Award History by Marketing Focus

Marketing Focus	Number of Projects	% of Total Awards	Awards (Millions)	Reimbursements (Millions)
Marketing to the Leisure Traveler	923	88%	\$36.5	\$33.7
Marketing to the Media	7	1%	\$.2	\$.2
Marketing to the Event Planner	139	11%	\$4.5	\$3.8
Tourism Research	32	0%	\$.1	\$.1
Totals FY1995 through FY2010	1101	100%	\$41.3	\$37.8

SECTION II. FY2010 PROGRAM OVERVIEW

Changes in the FY2010 Program:

The FY2010 continued the move toward regional, performance-based marketing partnerships encourages focus on broader-based marketing messages to promote Missouri tourism, establishes performance benchmarks and enables more precise outcome measurement that was begun in the 2009 fiscal year.

FY2010 Analysis:

MDT approved 47 tourism-marketing projects totaling just under \$4.1 million. Of that total award, 96% percent was paid out for approved marketing costs. Coupled with the matching local funds, the Cooperative Marketing Program generated more than \$7.8 million in marketing to promote Missouri as a premier tourism destination.

Ninety-two percent of the Cooperative Marketing Program in FY2010 dollars purchased media advertising which includes destination advertising on television, radio, magazines, newspapers and websites.

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The remaining amount was used for a variety of tourism marketing activities including billboard lease; press tours; tradeshow participation; electronic marketing; website development; the design, printing and distribution of collateral materials; research; production; audio visual material development and distribution; and booth purchases.

Figure 5 illustrates FY2010 awards by marketing activity.

Figure 5			
FY10 Awards by Marketing Activity			
Marketing Activity	Award Totals (Millions)	% of Total Awards	
Media Advertising	\$7.5	92.6%	
Collateral Material Development & Printing	\$.1	1.3%	
Billboards, Public Relations, Electronic Marketing, Direct Advertising, Website Development, Tradeshow Participation	\$.5	5.7%	
Production & Other Non-marketing Activities	\$0	.4%	
Total	\$8.1	100%	

Figure 6 details the dollars that were made available and the actual dollars expended for FY2010 advertising and marketing activities presented by marketing focus and category. More than 89% of these co-op dollars were devoted to the marketing to the leisure traveler.

Figure 6			
FY10 Summary of Awards/Reimbursements by Marketing Focus			
Marketing Focus/Application Category	#Contracts	Awarded	Reimbursed
Marketing to the Leisure Traveler	28	\$3,637,440	\$3,517,348
Small Project Marketing-S/F	4	\$14,239	\$13,872
Small Project Marketing-W/S	3	\$10,541	\$9,973
Leisure Travel Marketing	12	\$365,993	\$284,400
Destination Advertising	9	\$3,246,668	\$3,209,104
Marketing to the Media	2	\$76,193	\$76,190
Public Relations	2	\$76,193	\$76,190
Marketing to the Planner	13	\$357,402	\$320,705
Convention Marketing	7	\$292,339	\$261,069
Amateur Sports Marketing	6	\$65,064	\$59,636
Tourism Research	4	\$14,505	\$12,723
Tourism Research	4	\$14,505	\$12,723
Totals	47	\$4,085,540	\$3,926,966

Figure 7 illustrates the FY2010 awards and reimbursements as received by DMOs in the five Missouri tourism regions.

Figure 7 – FY10 Awards/Reimbursements by Tourism Region		
Region	Awards	Reimbursements
Northwest	\$1,073,975	\$1,003,079
Central	\$534,505	\$495,175
Northeast	\$915,598	\$908,216
Southwest	\$1,469,848	\$1,453,153
Southeast	\$91,614	\$67,343
Totals	\$4,085,540	\$3,926,966

SECTION III. FY2010 ASSESSMENT – COMBINED DATA

Statistical Data:

Following the completion of each funded project, participants submit summary reports that assess the outcome of the funded marketing activities. The data is analyzed and combined in this section for program-wide measurement. The following pages reflect the statistical data provided by our participants.

Outcomes for Marketing Projects that Target the Leisure Traveler:

Eighty-nine percent of the dollars awarded for co-op projects targeted the leisure traveler. Included in this group are projects funded in destination advertising, leisure travel marketing and small project marketing categories. The summary reports for projects in this group outline the project objectives as well as the DMO's measure of the success of the marketing funded. The participants provide the main objectives of the project, gauge the extent to which the objectives were met and comment on the degree of success attributed to the project.

Leisure travel marketing and destination advertising category participants provide measurement research to support the outcomes reported. The level of research required for each project is commensurate with the marketing category and the amount of state funding provided. This research provides not only important data, but also valuable insight to Missouri tourism marketing trends at the local levels.

Small Project Marketing - DMOs with level I certification may apply for funding in this category for small leisure travel projects. Funded projects are of a limited scope with the duration of six months or less. Eligible marketing activities include media placement (magazines, newspapers, travel inserts), targeted broadcast media placement (TV, radio, cable and banner), electronic media (travel related e-brochures), brochure distribution, printing and production of collateral materials, printing and production of targeted direct mail pieces, trade show registration, billboard lease, booth acquisition and website development.

Leisure Travel Marketing - DMOs with level II certification may apply for matching funds annually to promote leisure travel in this category. Eligible activities are limited to print media advertising placement, targeted broadcast media advertising placement, internet advertising placement, electronic media marketing placement (travel related e-brochures), billboard lease, national or multi-state regional tradeshow registration, printing costs for direct mail pieces (group tour focus), and printing costs for pieces designed to fulfill leisure travel inquiries.

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Destination Advertising - DMOs with level III certification may apply for matching funds for placement costs for selected advertising targeting the leisure traveler in those markets and media approved by MDT (list provided annually). This includes the placement of selected media advertising including TV, radio, and print ads in magazines and newspapers and selected internet advertising placement. Participants must pay all production costs associated with ads placed in this category. Ads may be placed through the Division of Tourism's general market ad agency, or the participant may place the ads independently. Eligible media is limited to placement in markets and media pre-approved by the Division.

Figure 8 presents the combined data from projects targeting the leisure traveler. The total project costs (state and local match) for FY2010 exceeds \$7 million. Outcomes from this investment includes 1.8 billion impressions, 916,344 inquires and 375,996 room nights generated.

Figure 8			
Combined Summary Data for Projects Targeting the Leisure Traveler: Small Project Marketing , Leisure Travel Marketing, and Destination Advertising			
State Dollars Awarded	\$3,637,440	Average Dollars Spent per Trip	\$814
State Dollars Reimbursed	\$3,517,348	TV Ads Placed	32,961
Local Matching Dollars	\$3,543,456	Radio Ads Placed	25,024
Total Project Costs	\$7,060,804	Newspaper Ads Placed	130
Targets In-State Markets	24%	Magazine Ads Placed	404
Targets Out-of-State Markets	76%	Billboards Leased	8
Inquiries Reported	916,344	Brochures Distributed	232,790
Gross Impressions	1,802,127,868	Trade Shows Attended	28
Projects Funded	28	Other Marketing Activities	8
Trips Generated	375,996		

Outcomes for Marketing Projects that Target the Media:

Public Relations - DMOs with level II or III certification may apply annually for matching funds for costs associated with contracted public relations services for development and distribution of media releases; press tours; media marketplaces; sales missions; media queries; press kit development; and photography and video specific to the public relations activities designed to promote leisure travel.

Figure 9 – Combined Summary Data for Projects Targeting the Media			
State Dollars Awarded	\$76,192	Media Releases Distributed	31
State Dollars Reimbursed	\$76,190	Group Press Tours Hosted	2
Local Matching Dollars	\$76,190	Individual Press Tours Hosted	9
Total Project Cost	\$152,381	Media Market Places Attended	5
Stories Attributable to the Project	638	Videos Distributed	11
Stories Anticipated	389	Press Kits Distributed	371
%Targeting In-state Market	25	Sales Missions Completed	18
% Targeting Out-of-State Markets	75	Media Queries Initiated	14

Figure 9 summarizes the public relations category data. Public Relations comprises a small, but important segment, of the Cooperative Marketing Program categories. DMOs that do not have sufficient budget to employ public relations staff can expand their marketing reach through contracted public relations services through this category to generate media coverage.

Outcomes for Marketing Projects that Target the Event Planner:

Just over eight percent of the FY2010 Cooperative Marketing awards supported projects designed to influence those individuals who plan conventions, meetings and sporting events. For FY2010 the combined state and local Cooperative Marketing investment was \$320,705. Participants reported that 289,674 room nights were generated by these projects.

Eligible activities are print media advertising placement; national or multi-state regional meeting and convention planner tradeshows registration costs; printing and limited production costs for collateral pieces designed to showcase destination convention and meeting facilities and amenities; purchase or lease of mailing lists; printing; limited production; and distribution of direct mail pieces targeting the planner.

Convention Marketing - DMOs with level II or III certification and a convention marketing designation may apply annually for matching funds for convention and meeting marketing. To qualify for funding in convention marketing, appropriate facilities must exist in the destination. These funds are allocated statewide. Projects may target only those conventions and meetings that do not typically, or on a revolving schedule, meet in Missouri. See **Figure 10**

Figure 10 - Convention Marketing Summary

State Dollars Awarded	\$292,339
State Dollars Reimbursed	\$261,069
Local Matching Dollars	\$269,094
Total Project Costs	\$530,163
Magazine Ads Placed	93
Trade Shows Attended	22
Other Marketing Activities	2
Conventions Booked	307
Meetings Booked	887
Total Bookings	1,194
Number of Projects Funded	7
Total Room Nights Generated	265,411

Figure 11 – Amateur Sports Marketing Summary

State Dollars Awarded	\$65,064
State Dollars Reimbursed	\$59,636
Local Matching Dollars	\$59,831
Total Project Costs	\$119,466
Magazine Ads Placed	36
Trade Shows Attended	12
Other Marketing Activities	1
Sporting Events Booked	183
Number of Projects Funded	6
Total Room Nights Generated	24,263

Amateur Sports Marketing - DMOs with level II or III certification and a sports marketing designation may apply annually for matching funds for amateur sporting event marketing. Appropriate facilities must exist in the destination. Funded projects may target only those sporting events that do not typically, or on a revolving schedule, meet in Missouri.

Figure 11 – The combined local and state investment for Amateur Sports Marketing was \$119,466. The reported room nights resulting from the project totaled 24,263.

Tourism Research:

Four DMOs utilized this category to assist with the cost of various research projects that focus on identifying markets and targets or measuring marketing outcomes such as those required in some marketing categories. See Figure 12.

Figure 12 - Tourism Research Summary	
Number of Projects Funded	4
State Dollars Awarded	\$14,505
State Dollars Reimbursed	\$12,722
Local Matching Dollars	\$12,723
Total Project Costs	\$25,445

Certified DMOs may apply annually for matching funds for the implementation of approved tourism research projects. Research may focus on identifying markets and targets as well as measuring marketing outcomes.

The contract period is July 1st through June 30th. The minimum state funding amount for these projects is \$500 with a \$5,000 maximum.

Figure 13 compares statistics from the FY2008, FY2009 and FY2010.

Figure 13 – Statistical Comparison of FY08, FY09 and FY10					
	FY08	FY08/FY09 Comparison	FY09	FY0/FY10 Comparison	FY10
State \$\$ Awarded	\$3,366,084	\$727,402	\$4,093,486	-\$7,946	\$4,085,540
State \$\$ Reimbursed	\$3,211,364	\$804,349	\$4,015,713	-\$88,747	\$3,926,966
Unused \$\$	\$154,720	-\$76,947	\$77,773	\$80,801	\$158,574
Local Matching \$\$	\$3,263,833	\$763,614	\$4,027,447	-\$66,153	\$3,961,294
Total Project Cost	\$6,475,197	\$1,567,963	\$8,043,160	\$154,900	\$7,888,260
Exposure	2,110,843,195	-20,379,460	2,090,463,735	-288,335,867	1,802,127,868
Advertising Responses Reported	800,216	-57,233	742,983	173,361	916,344
% Expenditures to In-state audience	20	5	25	-5	20
% Expenditures to Out-of-state audience	80	-5	75	5	80
TV Ads Placed	25,300	-2,925	22,375	10,586	32,961
Radio Ads Placed	4,699	7,491	12,190	12,834	25,024
Newspaper Ads Placed	220	7	227	-97	130
Magazine Ads Placed	515	24	539	-6	533
Videos Distributed	1	-1	0	11	11
Billboards Leased	22	-15	7	1	8
Brochures Distributed	362,164	-150,498	211,666	21,124	232,790
Trade Shows Attended	89	-1	88	0	88
FAM Tours Hosted	14	3	17	-6	11
Web Sites Developed/Updated	1	0	1	-1	0
Other Marketing Activities	85	-8	77	-66	11
Contract Completion Rate	95.40%	2.7%	98.10%	-1.98%	96.12%
Number of Projects Funded	50	-3	47	0	47

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Figure 14 summarizes the FY2010 total dollars reimbursed, most to least, along with the county designations for each participating DMO.

Figure 14 - Reimbursements by Destination Marketing Organization		
DMO Name	County Designations	Reimbursements
Branson/Lakes Area Chamber of Commerce/CVB	Taney	\$660,000.00
St. Louis CVC	St. Louis City/County	\$660,000.00
CVB of Greater Kansas City	Western Jackson/Clay	\$632,971.99
Springfield CVB	Green/Polk/Christian	\$577,181.00
Lake of the Ozarks Tri-County Lodging Association	Camden/Miller/Morgan	\$354,581.15
City of St. Charles Tourism Department	St. Charles	\$226,752.89
City of Independence - Tourism Department	Eastern Jackson	\$216,659.84
Chamber of Commerce of Table Rock Lake/Kimberling City Area	Stone	\$187,638.03
Buchanan Co. Tourism Board d/b/a St. Joseph CVB	Buchanan	\$141,379.35
Jefferson City CVB	Cole	\$61,378.82
City of Lebanon	Laclede	\$42,903.86
City of Joplin CVB	Jasper	\$28,334.14
City of Sikeston d/b/a Sikeston CVB	Scott	\$21,517.57
Washington Area Chamber of Commerce	Franklin	\$21,463.29
Cape Girardeau Chamber of Commerce/CVB	Cape Girardeau	\$21,275.75
City of Ste. Genevieve Tourism Dept.	Ste. Genevieve	\$19,915.59
Sedalia Area Chamber of Commerce	Pettis	\$17,109.49
City of Hermann Tourism	Gasconade	\$9,920.22
Platte County Visitors Bureau	Platte	\$7,743.02
Clinton Tourism Association, Inc.	Henry	\$4,965.80
Rolla Area Chamber of Commerce & Visitor Center	Phelps	\$4,634.00
Kirksville Area Chamber of Commerce	Adair	\$4,324.85
Pulaski County Visitors Bureau	Pulaski	\$4,315.45
	TOTAL REIMBURSEMENTS	\$3,926,966.10

SECTION IV. FY2010 ASSESSMENTS – INDIVIDUAL PROJECTS

The following pages reflect the outcome information provided by the participants for each individual FY2010 contract grouped by marketing category.

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

Contract #	10-01-015-11	DMO	Buchanan Co. Tourism Board d/b/a St. Joseph CVB
Category	Leisure Travel Marketing	Project	Leisure Marketing for Buchanan County
Primary Objectives	1. To increase length of stay in Buchanan County by 2% 2. Increase travelers in Midwest looking for family vacations, namely Iowa, Kansas and Nebraska, and maintain Missouri, Michigan and Illinois 3. Effectively promote our area by combining traditional and digital media in an innovative campaign		

Budget and Expenditures

State Dollars Awarded	\$22,518.88	State Dollars Reimbursed	\$18,988.42
Revised Award	\$19,244.38	Local Matching Dollars	\$18,988.43
		Total Project Cost	\$37,976.85

Marketing Activity Information

TV Ads Placed	273		
Radio Ads Placed	0	Total Circulation/Gross Impressions	1,445,000
Newspaper Ads Placed	0	Inquiries Reported	6,314
Magazine Ads Placed	4	Cost Per Inquiry	\$6.01
Billboards Leased	0		
Brochures Distributed	0	Instate Marketing	18 %
Tradeshows Attended	0	Out-of-State Marketing	82 %
Other Marketing Activity	0		

Project Outcomes

Percentage Completed	84%	Did Project Achieve Objectives?	
Objectives and Outcomes	Objective 1: No, Preliminary reports indicate that though day trips are up, our current occupancy is down for FY10 due to the struggling economy. Objective 2: Yes, FY10 saw a 26% increase in inquiries and museum attendance was also up 3%. State breakdowns will be available in our next conversion study. Objective 3: Yes, we saw a 33% increase in unique visitors to our website. The Lead Generator also provided us with over 8,000 new emails which will enable us to continue to communicate with interested visitors.		
Impact of Co-op Project	This project both enabled us to market new online mediums and on television, which we had not tried before in the past. Though the proven ROI through TV was not established, the online marketing programs provided us with thousands of direct leads and email addresses that will enable us to continue marketing to interested travelers. The Lead Generator provided us over 8,000 emails and we have already begun marketing to them through our monthly e-newsletter. The KC online direct programs provided us with over 10,000 leads and vacationfun.com is a top referrer to our website. We feel this was very successful in marketing our destination and providing us with ways to continue a conversation with travelers.		
Outcome Effect on Future Marketing	Yes, we will continue with projects that have proven to be successful in both lead generation, email collection and in converted visits to St. Joseph.		

Quantifiable Measurements

(As provided by the participant)

Conversion Rate	36.07%	*Visitor Expenditures	\$1,740,392
*Visits Generated	2,278	*Return on Investment (ROI)	\$45.83

**These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

Contract #	10-04-009-11	DMO	City of Independence - Tourism Department
Category	Leisure Travel Marketing	Project	Leisure Travel Marketing
Primary Objectives	1. Increase the number of visitor inquiries 2. Retain the number of overnight stays as the previous year 3. Invest in additional e-marketing products to increase visibility and develop e-mail database		

Budget and Expenditures

State Dollars Awarded	\$9,075.00	State Dollars Reimbursed	\$9,012.49
Revised Award	\$0.00	Local Matching Dollars	\$9,012.50
		Total Project Cost	\$18,024.99

Marketing Activity Information

TV Ads Placed	0	Total Circulation/Gross Impressions	96,103
Radio Ads Placed	0	Inquiries Reported	3,673
Newspaper Ads Placed	0	Cost Per Inquiry	\$4.91
Magazine Ads Placed	1		
Billboards Leased	0	Instate Marketing	20 %
Brochures Distributed	0	Out-of-State Marketing	80 %
Tradeshows Attended	0		
Other Marketing Activity	0		

Project Outcomes

Percentage Completed	99%	Did Project Achieve Objectives?
Objectives and Outcomes		Objective 1: I-brochure hits increased 25% from 08/09. E-blast generated more inquiries. Banner ad showed a 2.5% click rate. Objective 2: Demand is up 5% and hotel tax has increased 4% over the previous fiscal year. Objective 3: More than 2,100 leads were generated and 890 e-mail addresses collected, meeting our objective.
Impact of Co-op Project		In a difficult economic climate, we were able to increase hotel income by 4% during the 09/10 fiscal year. Many projects contributed to this success, including the three projects in this project. By investing our funds with those from the Cooperative Marketing program we were able to increase our online presence and provide an immediate fulfillment piece for visitors to our website. Plus we were able to increase our e-mail database by nearly 900 a key goal of this project.
Outcome Effect on Future Marketing		Yes, the positive outcome results reinforce the need to have an integrated marketing plan. While traditional media continues to be important for a significant portion of our market, online media helps us reach new customers.

Quantifiable Measurements

(As provided by the participant)

Conversion Rate

***Visitor Expenditures**

***Visits Generated**

***Return on Investment (ROI)**

**These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

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Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

Contract #	10-04-033-11	DMO	Platte County Visitors Bureau
Category	Leisure Travel Marketing	Project	Regional Leisure Campaign
Primary Objectives	1. Increase Platte County hotel occupancy rate by 2% 2. Increase ADR by 1% 3. Increase direct tourist expenditure by 3%		

Budget and Expenditures

State Dollars Awarded	\$30,000.00	State Dollars Reimbursed	\$2,093.02
Revised Award	\$2,093.17	Local Matching Dollars	\$2,093.04
		Total Project Cost	\$4,186.06

Marketing Activity Information

TV Ads Placed	0	Total Circulation/Gross Impressions	1,517,444
Radio Ads Placed	0	Inquiries Reported	7,357
Newspaper Ads Placed	1	Cost Per Inquiry	\$0.57
Magazine Ads Placed	1	Instate Marketing	20 %
Billboards Leased	0	Out-of-State Marketing	80 %
Brochures Distributed	0		
Tradeshows Attended	0		
Other Marketing Activity	0		

Project Outcomes

Percentage Completed	7%	Did Project Achieve Objectives?
Objectives and Outcomes	Objective 1: Not met, hotel occupancy rates increased 1% according to the monthly STR report. Objective 2: Met, ADR increased an average 1-2% each month according to the monthly STR report. Objective 3: Not met, direct tourist expenditures increased an average of 1%.	
Impact of Co-op Project	This Cooperative Marketing project included ads in Missouri Spring/Summer insert that generated 5717 inquiries and Missouri Life that generated 800 inquiries requesting information about Platte County. These inquiries will hopefully result in future trips to the area and project a positive image of all there is to do in Platte County.	
Outcome Effect on Future Marketing	No	

Quantifiable Measurements

(As provided by the participant)

Conversion Rate	*Visitor Expenditures
*Visits Generated	*Return on Investment (ROI)

**These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

Contract #	10-05-001-11	DMO	Sedalia Area Chamber of Commerce
Category	Leisure Travel Marketing	Project	2010 Leisure Marketing
Primary Objectives	1. Increase leisure travelers by 2% through occupancy rates and sales tax revenues 2. Shape Sedalia's image as visitor destination by generating \$20,000 advertising equivalency editorial placement 3. Increase awareness within group travel by the number of group travel leads received and groups assisted		

Budget and Expenditures

State Dollars Awarded	\$19,265.00	State Dollars Reimbursed	\$17,109.49
Revised Award	\$18,410.00	Local Matching Dollars	\$17,109.49

Total Project Cost \$34,218.98

Marketing Activity Information

TV Ads Placed	0	Total Circulation/Gross Impressions	13,018,940
Radio Ads Placed	0	Inquiries Reported	3,372
Newspaper Ads Placed	11	Cost Per Inquiry	\$10.15
Magazine Ads Placed	4		
Billboards Leased	0		
Brochures Distributed	19,000	Instate Marketing	20 %
Tradeshows Attended	1	Out-of-State Marketing	80 %
Other Marketing Activity	0		

Project Outcomes

Percentage Completed	89%	Did Project Achieve Objectives?
Objectives and Outcomes		Objective 1: Not met, occupancy rates fell by 1.2% from July 2009 to June 2010, the same period a year ago due to the economy. Objective 2: Was met, editorial in newspapers, magazines and travel guides, over \$20,000 advertising equivalency. Objective 3: Was met, motorcycling groups, RV groups and tour groups planning trips for 1, 2 and 3 years out in Sedalia.
Impact of Co-op Project		The Cooperative Marketing funding allowed us to expand our advertising dollars to become more visible as a destination. Each venture helped to increase awareness of Sedalia with printed material including visitors guides, newspaper inserts, magazine ads and the technology enhanced i-brochure. The tradeshow attended reached the target markets for leisure travelers looking for closer to home trips; sporting events, girls get a ways and educational outings.
Outcome Effect on Future Marketing		The outcome measurement results will not affect the planning of future marketing projects.

Quantifiable Measurements

(As provided by the participant)

Conversion Rate

***Visitor Expenditures**

***Visits Generated**

***Return on Investment (ROI)**

**These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

Cooperative Marketing Fiscal Year 2010 Program Summary

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

Contract #	10-06-026-11	DMO	Jefferson City CVB
Category	Leisure Travel Marketing	Project	Capital City Leisure Travel Marketing 2010
Primary Objectives	1. Maintain lodging tax revenues 2. Increase occupancy 3. Increase number of unique visitors to the website		

Budget and Expenditures

State Dollars Awarded	\$59,669.80	State Dollars Reimbursed	\$51,821.32
Revised Award	\$0.00	Local Matching Dollars	\$51,821.32
		Total Project Cost	\$103,642.64

Marketing Activity Information

TV Ads Placed	0	Total Circulation/Gross Impressions	26,022,860
Radio Ads Placed	2	Inquiries Reported	26,851
Newspaper Ads Placed	2	Cost Per Inquiry	\$3.86
Magazine Ads Placed	20	Instate Marketing	30 %
Billboards Leased	2	Out-of-State Marketing	70 %
Brochures Distributed	0		
Tradeshows Attended	5		
Other Marketing Activity	0		

Project Outcomes

Percentage Completed	87%	Did Project Achieve Objectives?
Objectives and Outcomes	Objective 1: Lodging tax revenues were down slightly this year. Objective 2: Occupancy was also down, likely due to the poor economic conditions. Objective 3: The number of unique visitors increased during this fiscal year.	
Impact of Co-op Project	The ability to advertise in more places than what is available in our budget. Attend bigger tradeshows and broadcast more radio ads.	
Outcome Effect on Future Marketing	Yes, the results helps us find what media outlets are working and which ones are not as good. It helps us determine where the marketing trends are going and how to improve our current plan.	

Quantifiable Measurements

(As provided by the participant)

Conversion Rate	6.16%	*Visitor Expenditures	\$1,618,078
*Visits Generated	1,463	*Return on Investment (ROI)	\$15.61

**These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

Contract #	10-06-029-11	DMO	City of Lebanon
Category	Leisure Travel Marketing	Project	Leisure Tourism Marketing Campaign Laclede County FY2010
Primary Objectives	1. Attract new visitors 2. Retain repeat visitors 3. Extend visitors length of stay		

Budget and Expenditures

State Dollars Awarded	\$27,564.44	State Dollars Reimbursed	\$26,713.44
Revised Award	\$0.00	Local Matching Dollars	\$26,713.44
		Total Project Cost	\$53,426.88

Marketing Activity Information

TV Ads Placed	0	Total Circulation/Gross Impressions	27,840,956
Radio Ads Placed	0	Inquiries Reported	19,869
Newspaper Ads Placed	1	Cost Per Inquiry	\$2.69
Magazine Ads Placed	13		
Billboards Leased	2		
Brochures Distributed	30,420	Instate Marketing	25 %
Tradeshows Attended	4	Out-of-State Marketing	75 %
Other Marketing Activity	0		

Project Outcomes

Percentage Completed 97%

Did Project Achieve Objectives?

Objectives and Outcomes Objective 1: Surveys from tradeshows and annual festivals showed we had new visitors to Lebanon area. Objective 2: Surveys from tradeshows and annual festivals indicated that our customers are coming back multiple times. Objective 3: Surveys of lodging, tradeshows and major annual festival showed slight increase in length of stay.

Impact of Co-op Project Cooperative Marketing funds doubled our marketing budget. Because of our marketing efforts, lodging tax collection were up in FY10. We were able to expand our internet marketing through the M3 campaign with Madden Media, Inc. The Visitors' Guide and Visitors' Calendar helped create a demand for traveling to Lebanon area. We were able to participate in travel shows and talk directly to our customers and conduct surveys on-site at the shows. We generated new leads through online campaigns and we are creating a database for future e-blast marketing campaigns. We reached new customers, but we were also able to get marketing messages to loyal customers.

Outcome Effect on Future Marketing Yes, our marketing activities were successful, therefore we will continue to participate in travel shows, Madden Fall and Spring inserts, select magazines, billboards, Visitors Guide, Visitors Calendar, iBrochure, focus on outdoor recreation and Route 66.

Quantifiable Measurements

(As provided by the participant)

Conversion Rate 49.00%

***Visitor Expenditures**

***Visits Generated**

***Return on Investment (ROI)**

**These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

Contract #	10-06-031-11	DMO	Lake of the Ozarks Tri-County Lodging Association
Category	Leisure Travel Marketing	Project	Lake of the Ozarks Leisure Travel Marketing Campaign FY10
Primary Objectives	1. Increase awareness and demand for the Lake of the Ozarks as a golfing getaway and vacation destination 2. Increase the number of golfers who visit the Lake and the number of golf rounds played 3. Increase total travel spending by golfers at the Lake		

Budget and Expenditures

State Dollars Awarded	\$54,131.92	State Dollars Reimbursed	\$46,155.32
Revised Award	\$0.00	Local Matching Dollars	\$46,155.33
		Total Project Cost	\$92,310.65

Marketing Activity Information

TV Ads Placed	48	Total Circulation/Gross Impressions	65,209,415
Radio Ads Placed	0	Inquiries Reported	15,027
Newspaper Ads Placed	4	Cost Per Inquiry	\$6.14
Magazine Ads Placed	15		
Billboards Leased	0		
Brochures Distributed	40,000	Instate Marketing	59 %
Tradeshows Attended	13	Out-of-State Marketing	41 %
Other Marketing Activity	0		

Project Outcomes

Percentage Completed	85%	Did Project Achieve Objectives?	
Objectives and Outcomes	Objective 1: Our request for information, website visits, golf show visitors were up by almost 10% over last year. Objective 2: Due to severe weather conditions, two top courses closed for up to two months. Objective 3: Due to the two top golf courses being down, revenue was also down.		
Impact of Co-op Project	We were able to host a press trip for more than 30 golf journalists, this helped generate interest and awareness. We were able to add two new billboards, this has helped us without brand, Lake of the Ozarks Golf Trail. Television commercials were run in three major markets, St. Louis, Kansas City and Des Moines, IA. With golf rounds being down and revenue being down, Tourism funding has been critical to our marketing budget. Attendance at travel and sport shows, as well as golf shows, helps us talk with our customers and not at them. The Golf Brochure and the ibrochure are excellent means of communication, we hope to continue with both next year.		
Outcome Effect on Future Marketing	No. We did not achieve our goals due to the temporary closing of two of our top courses. The decline was not attributed to poor marketing, but rather to weather conditions that were out of our control. We will continue our marketing efforts.		

Quantifiable Measurements

(As provided by the participant)

Conversion Rate	11.31%	*Visitor Expenditures	\$1,836,619
*Visits Generated	1,699	*Return on Investment (ROI)	\$19.90

**These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

Cooperative Marketing Fiscal Year 2010 Program Summary

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

Contract #	10-07-002-11	DMO	Washington Area Chamber of Commerce
Category	Leisure Travel Marketing	Project	Washington/Franklin Advertising
Primary Objectives	1. Increase the number of leisure market travelers coming from target markets of Chicago and Kansas City 2. Increase the number of leisure marketing overnight travelers by 2% 3. Increase the number of leisure marketing travelers attending special events by 3%		

Budget and Expenditures

State Dollars Awarded	\$27,168.90	State Dollars Reimbursed	\$21,463.29
Revised Award	\$26,232.34	Local Matching Dollars	\$21,463.32
		Total Project Cost	\$42,926.61

Marketing Activity Information

TV Ads Placed	0	Total Circulation/Gross Impressions	34,495,328
Radio Ads Placed	0	Inquiries Reported	19,380
Newspaper Ads Placed	3	Cost Per Inquiry	\$2.21
Magazine Ads Placed	11		
Billboards Leased	2		
Brochures Distributed	10,000	Instate Marketing	38 %
Tradeshows Attended	0	Out-of-State Marketing	62 %
Other Marketing Activity	0		

Project Outcomes

Percentage Completed	79%	Did Project Achieve Objectives?
Objectives and Outcomes	Objective 1: The traveler coming from Kansas City Area has shown a dramatic increase, including two group tour buses. Objective 2: While overnight stays are up, this is still a goal that we must work on. Objective 3: The special event goal was met with two highly successful Girlfriend Shopping Weekends	
Impact of Co-op Project	The Cooperative Marketing program enables us to maximize our budget dollars to reach a larger audience. Being a small market and depending on limited revenue sources, the Cooperative Marketing program allows us to advertise in more media with national circulation. We can also explore larger cities to market special events. It truly makes the difference between being a player in the tourism market or just sitting on the sidelines. We have been able to partner with adjoining markets to think regionally. This approach is good for Washington, Franklin County and partners to give us the biggest bank for the dollars spent.	
Outcome Effect on Future Marketing	Yes, we will look at the effectiveness of billboards as a viable advertising method. We will look at more web, iphone apps and GPS location systems.	

Quantifiable Measurements

(As provided by the participant)

Conversion Rate

***Visitor Expenditures**

***Visits Generated**

***Return on Investment (ROI)**

**These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

Contract #	10-08-019-11	DMO	City of Joplin CVB
Category	Leisure Travel Marketing	Project	JCVB FY10 Leisure CMP
Primary Objectives	1. Assist hotel properties generate room nights 2. Market Jasper County in regional publications to generate information leads about the destination 3. Provide fulfillment pieces to all inquiries and convert these inquiries to marketing visits and overnight stays		

Budget and Expenditures

State Dollars Awarded	\$29,851.00	State Dollars Reimbursed	\$28,334.14
Revised Award	\$0.00	Local Matching Dollars	\$28,334.28
		Total Project Cost	\$56,668.42

Marketing Activity Information

TV Ads Placed	0	Total Circulation/Gross Impressions	10,324,100
Radio Ads Placed	0	Inquiries Reported	20,647
Newspaper Ads Placed	5	Cost Per Inquiry	\$2.74
Magazine Ads Placed	12		
Billboards Leased	0	Instate Marketing	45 %
Brochures Distributed	0	Out-of-State Marketing	55 %
Tradeshows Attended	0		
Other Marketing Activity	0		

Project Outcomes

Percentage Completed	95%	Did Project Achieve Objectives?
Objectives and Outcomes	Objective 1: No significant impact, two months had increase in room tax over previous year. All other month showed a decline. Objective 2: Ads were not well designed or placed strategically to reach specific target audiences of original objectives. Objective 3: Inquiries received collateral material requested, however no follow up was done on hotel stays related to the inquiry.	
Impact of Co-op Project	Based on the limited data collection and relative ineffective advertising and marketing campaign, no positive statement can be legitimately claimed. The program has the potential to have positive outcomes if designated target markets are more effectively reached by creating advertising that is specifically designed with an outcome in mind. As incoming Director reviewing this project without having the privilege of input on design and implementation, I cannot derive any tangible evidence that a significant return on investment was gained.	
Outcome Effect on Future Marketing	Yes, a more comprehensive and coordinated strategic marketing program will be developed with realistic, achievable and verifiable goals.	

Quantifiable Measurements

(As provided by the participant)

Conversion Rate	*Visitor Expenditures
*Visits Generated	*Return on Investment (ROI)

**These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

Cooperative Marketing Fiscal Year 2010 Program Summary

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

Contract #	10-10-014-11	DMO	City of Ste. Genevieve Tourism Dept.
Category	Leisure Travel Marketing	Project	Ste. GenevieveOui!!
Primary Objectives	1. Increase tourism related sales in Ste. Genevieve County 2. Increase the number of visitors to the area attractions/businesses 3. Increase the number of overnight stays		

Budget and Expenditures

State Dollars Awarded	\$24,998.00	State Dollars Reimbursed	\$19,915.59
Revised Award	\$0.00	Local Matching Dollars	\$19,915.60
		Total Project Cost	\$39,831.19

Marketing Activity Information

TV Ads Placed	0	Total Circulation/Gross Impressions	14,413,000
Radio Ads Placed	0	Inquiries Reported	31,405
Newspaper Ads Placed	4	Cost Per Inquiry	\$1.27
Magazine Ads Placed	9		
Billboards Leased	0		
Brochures Distributed	45,000	Instate Marketing	20 %
Tradeshows Attended	2	Out-of-State Marketing	80 %
Other Marketing Activity	1		

Project Outcomes

Percentage Completed	80%	Did Project Achieve Objectives?
Objectives and Outcomes		Objective 1: Tourism related sales in Ste. Genevieve County reflects a decrease in sales tax collected. Objective 2: The Welcome Center daily tally numbers do reflect an increase in visitors. Objective 3: The number of overnight stays, tracked via bed tax, reflect a decrease in overnight stays.
Impact of Co-op Project		The Cooperative Marketing project allows the City of Ste. Genevieve to reach a wider audience with the match of funds. Though overnight stays and tax revenue did not reflect an increase as hoped, the number of guests to the region did increase by approximately 4000 visitors. The decrease in overnight stays and tax revenues may be due more to economic conditions causing tourists to not spend as much as in years past. The increase in visitors most likely offset the decrease in spending to keep decreased revenue to a minimum.
Outcome Effect on Future Marketing		Yes, due to a lack of expected leads from the travel inserts, the City of Ste. Genevieve has adjusted the FY11 marketing plan to replace the travel inserts with alternative national advertising with AAA magazines.

Quantifiable Measurements

(As provided by the participant)

Conversion Rate

***Visitor Expenditures**

***Visits Generated**

***Return on Investment (ROI)**

**These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

Contract #	10-10-023-11	DMO	Cape Girardeau Chamber of Commerce/CVB
Category	Leisure Travel Marketing	Project	Cape Girardeau: Here You will Find
Primary Objectives	1. Build awareness of Cape Girardeau as a viable and enjoyable leisure and business travel destination market 2. Draw more visitors to our community 3. Increase the length of visitor stay and spending while in our community		

Budget and Expenditures

<u>Project Expenditures</u>	<u>State Dollars Reimbursed</u>	<u>\$21,275.75</u>
State Dollars Awarded	Local Matching Dollars	\$21,275.75
Revised Award	Total Project Cost	\$42,551.50

Marketing Activity Information

TV Ads Placed	0		
Radio Ads Placed	0	Total Circulation/Gross Impressions	2,622,532
Newspaper Ads Placed	0	Inquiries Reported	3,810
Magazine Ads Placed	9	Cost Per Inquiry	\$11.17
Billboards Leased	0		
Brochures Distributed	50,870	Instate Marketing	15 %
Tradeshows Attended	0	Out-of-State Marketing	85 %
Other Marketing Activity	0		

Project Outcomes

Percentage Completed	58%	Did Project Achieve Objectives?
Objectives and Outcomes	Objective 1: Was met, Marketing, PR, Branding, etc. reached existing and new potential visitors with our message. Objective 2: Was not met, In large part, due to the economy and an overall downturn in travel across the country. Objective 3: Was met, Opened a number of new family friendly attractions this year that led to longer stays.	
Impact of Co-op Project	This Cooperative Marketing funding enable us to reach the Southern Living and Going Places readers. It also allowed us to effectively increase the amount of advertising that we do in publications that reach potential visitors.	
Outcome Effect on Future Marketing	Yes, given how few people are circling reader response forms today, we have just initiated a year long comprehensive survey project that solicits feedback from out overnight guests. This survey will provide us with invaluable information and insight.	

Quantifiable Measurements

(As provided by the participant)

Conversion Rate

***Visitor Expenditures**

***Visits Generated**

*Return on Investment (ROI)

**These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

Contract #	10-10-050-11	DMO	City of Sikeston d/b/a Sikeston CVB
Category	Leisure Travel Marketing	Project	Scott County Leisure Travel Marketing
Primary Objectives	1. Increase overnight stays 2. Attract new visitors 3. Retain existing visitors		

Budget and Expenditures

State Dollars Awarded	\$25,000.00	State Dollars Reimbursed	\$21,517.57
Revised Award	\$0.00	Local Matching Dollars	\$21,517.59
		Total Project Cost	\$43,035.16

Marketing Activity Information

TV Ads Placed	0	Total Circulation/Gross Impressions	69,983,793
Radio Ads Placed	0	Inquiries Reported	16,660
Newspaper Ads Placed	2	Cost Per Inquiry	\$2.58
Magazine Ads Placed	10	Instate Marketing	36 %
Billboards Leased	1	Out-of-State Marketing	64 %
Brochures Distributed	25,000		
Tradeshows Attended	3		
Other Marketing Activity	5		

Project Outcomes

Percentage Completed	86%	Did Project Achieve Objectives?
Objectives and Outcomes	Objective 1: Tax receipts were up overall by 1% we showed an increase in July, August, September, October and May. Objective 2: All marketing tools, billboards, print, online and travel shows helped to bring new awareness of Sikeston. Objective 3: Targeted messages in our advertising to give visitors more reasons to visit and/or come back to Sikeston.	
Impact of Co-op Project	Advertising inquiries increased dramatically from the previous year. Festival attendance was up, because we were able to strategically feature "festival ads" in regional publications. The Madden M3 Program helped drive consumers to our brochure and then on to our website. Our overnight visitors were up slightly, but out "day visitors" increased, which is reflected in festival attendance. A strategically placed billboard on I 55 South generated inquiries from the St. Louis Area, one of our top markets.	
Outcome Effect on Future Marketing	Yes, we will analyze our results from FY2012 and use them when we are planning our marketing strategy for the upcoming year. We feel very fortunate to participate in the cooperative marketing program, because it enables us to expand our marketing dollars.	

Quantifiable Measurements

(As provided by the participant)

Conversion Rate

***Visitor Expenditures**

***Visits Generated**

***Return on Investment (ROI)**

**These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

Contract # 10-01-044-44 **DMO** Buchanan Co. Tourism Board d/b/a St. Joseph CVB

Category **Destination Advertising** **Project** **Destination Marketing for Buchanan County**

Primary Objectives	1. Increase domestic and international inbound travel to the destination for the purpose of increasing visitor spending 2. Reach travelers in the Midwest looking for a family vacation destination that is historical in nature 3. Utilize print, broadcast and online media to increase the visibility of St. Joseph, encouraging visitors to take action and visit www.stjomo.com , to inspire first time and repeat visitation
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Budget and Expenditures

State Dollars Awarded	\$109,917.12	State Dollars Reimbursed	\$107,831.09
Revised Award	\$0.00	Local Matching Dollars	\$107,831.12
		Total Project Cost	\$215,662.21

Marketing Activity Information

TV Ads Placed	0		
Radio Ads Placed	112	Total Circulation/Gross Impressions	22,101,000
Newspaper Ads Placed	2	Inquiries Reported	35,854
Magazine Ads Placed	66	Cost Per Inquiry	\$6.02
Billboards Leased	0		
Brochures Distributed	0	Instate Marketing	10 %
Tradeshows Attended	0	Out-of-State Marketing	90 %
Other Marketing Activity	0		

Project Outcomes

Percentage Completed 98% **Did Project Achieve Objectives?**

Objectives and Outcomes Objective 1: No, Preliminary reports indicate that though day trips are up, our current occupancy is down for FY10 due to the struggling economy we saw in FY10. Objective 2: Yes, FY10 saw a 26% increase in inquiries and museum attendance was also up 3%. State breakdowns will be available in our next conversion study. Objective 3: Yes, we saw a 33% increase in unique visitors to our website.

Impact of Co-op Project The Cooperative Marketing Program allowed us additional funding to advertise in outlets not regularly affordable to our DMO and those advertising purchases resulted in more inquiries than could have been generated alone, especially in the struggling economy that we saw in FY10. This program also assisted in the building of our email database which enables us to continue communicating with travelers already interested in visiting the area, but might not have been able to do so in FY10.

Outcome Effect on Future Marketing

Quantifiable Measurements

(As provided by the participant)

Conversion Rate	36.07%	*Visitor Expenditures	\$9,881,576
*Visits Generated	12,934	*Return on Investment (ROI)	\$45.82

**These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

Cooperative Marketing Fiscal Year 2010 Program Summary

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

Contract #	10-04-043-44	DMO	City of Independence - Tourism Department
Category	Destination Advertising	Project	Attractions Marketing
Primary Objectives	1. Maintain the number of visitor inquiries as the previous year 2. Maintain the number of overnight stays as the previous year 3. Maintain the amount of economic impact as the previous year		

Budget and Expenditures

State Dollars Awarded	\$180,000.00	State Dollars Reimbursed	\$176,298.25
Revised Award	\$0.00	Local Matching Dollars	\$176,298.25
		Total Project Cost	\$352,596.50

Marketing Activity Information

TV Ads Placed	359	Total Circulation/Gross Impressions	203,200,000
Radio Ads Placed	703	Inquiries Reported	25,610
Newspaper Ads Placed	29	Cost Per Inquiry	\$13.77
Magazine Ads Placed	28	Instate Marketing	23 %
Billboards Leased	0	Out-of-State Marketing	77 %
Brochures Distributed	0		
Tradeshows Attended	0		
Other Marketing Activity	0		

Project Outcomes

Percentage Completed	98%	Did Project Achieve Objectives?	
Objectives and Outcomes	Objective 1: Visitor inquiries decreased 24% for this project over last year, yet web inquiries increased. Objective 2: Hotel tax for 09/10 increased 4% over 08/09, exceeding objective. Objective 3: The SIC tourism code expenditures for 09 increased 6.5% over 08 exceeding objective.		
Impact of Co-op Project	The Cooperative Marketing program funds increased our marketing budget by 38% allowing us to increase print and online, and to add radio, television campaigns. This was the first time we had a focused effort to increase our e-mail database. Through those leads we were able to send a monthly e-blast updating the "opt-in" visitors about our events. Our bottom line measurement is the hotel tax which totally funds our department. This project was a component in us achieving a 4% increase.		
Outcome Effect on Future Marketing	Yes, a variety of tools are used to measure our success. Results are shared with our marketing agency, board and partners to determine future media plans. Additional resources have been placed into our current online campaign as a result.		

Quantifiable Measurements

(As provided by the participant)

Conversion Rate	22.97%	*Visitor Expenditures	\$2,193,830
*Visits Generated	5,883	*Return on Investment (ROI)	\$6.22

**These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

Contract #	10-04-049-44	DMO	CVB of Greater Kansas City
Category	Destination Advertising	Project	FY2010 Destination Advertising Program
Primary Objectives	1. Increase hotel room revenue, attractions attendance and restaurant table receipts through special offers and rates 2. Introduce new tagline and brand platform, "Change Your Perspective." 3. Promote all attractions, new development and destination product improvements through integrated campaign		

Budget and Expenditures

State Dollars Awarded	\$600,000.00	State Dollars Reimbursed	\$593,892.49
Revised Award	\$0.00	Local Matching Dollars	\$593,893.98
		Total Project Cost	\$1,187,786.47

Marketing Activity Information

TV Ads Placed	13,641	Total Circulation/Gross Impressions	97,661,506
Radio Ads Placed	9,520	Inquiries Reported	271,800
Newspaper Ads Placed	48	Cost Per Inquiry	\$4.37
Magazine Ads Placed	0	Instate Marketing	24 %
Billboards Leased	0	Out-of-State Marketing	76 %
Brochures Distributed	0		
Tradeshows Attended	0		
Other Marketing Activity	0		

Project Outcomes

Percentage Completed	99%	Did Project Achieve Objectives?	Significantly
Objectives and Outcomes	Objective 1: Web visits up 18% unique visits up 28% 110,000 coupon downloads. Incremental room nights of 150,000. Objective 2: New creative scored higher across all metrics. More than 4 in 5 travelers say ads make Kansas City seem appealing. Objective 3: New television creative shot on 20 locations around Kansas City promoting attractions, new development and the new Kansas City.		
Impact of Co-op Project	In a tough budget and economic recession, this Cooperative Marketing project enabled Kansas City to continue marketing at a time when marketing is needed most. The campaign promoted a valuable message with strong special offers. Call to action. The project also enable Kansas City to promote its new brand tagline through new creative that tested extremely well. Return on investment jumped from \$44 in 2009 to \$62 in 2010. Incremental economic impact jumped from \$58.1 million in 2009 to \$70.3 million in 2010. Incremental trips increased from 91,500 in 2009 to 105,000 in 2010. Reach increased from 53.4% in 2009 to 54.1% in 2010. Market penetration increased from 23.1% in 2009 to 32.4% in 2010. Generated 150,000 incremental room nights from the 110,000 coupon downloads.		
Outcome Effect on Future Marketing	Yes, Significant shift in TRPs from television to online proved very successful. Dropping Tulsa market enable Cooperative Marketing funds to stretch farther to create a fall campaign in FY11. The CVB is now marketing Kansas City with Cooperative Marketing funds from mid-April to late October.		

Quantifiable Measurements

(As provided by the participant)

Conversion Rate	38.75%	*Visitor Expenditures	\$70,355,764
*Visits Generated	105,323	*Return on Investment (ROI)	\$59.23

**These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

Contract #	10-06-041-44	DMO	Lake of the Ozarks Tri-County Lodging Association
Category	Destination Advertising	Project	Lake of the Ozarks "Extend the Season Advertising Campaign"
Primary Objectives	1. To extend our travel season 2. To extend the length of the customer's visit 3. To increase awareness of the lake as a vacation, group, golf and shopping destination		

Budget and Expenditures

State Dollars Awarded	\$261,732.50	State Dollars Reimbursed	\$248,425.83
Revised Award	\$0.00	Local Matching Dollars	\$248,425.96
		Total Project Cost	\$496,851.79

Marketing Activity Information

TV Ads Placed	576	Total Circulation/Gross Impressions	665,643,337
Radio Ads Placed	1,792	Inquiries Reported	80,688
Newspaper Ads Placed	11	Cost Per Inquiry	\$6.16
Magazine Ads Placed	55	Instate Marketing	20 %
Billboards Leased	0	Out-of-State Marketing	80 %
Brochures Distributed	0		
Tradeshows Attended	0		
Other Marketing Activity	0		

Project Outcomes

Percentage Completed	95%	Did Project Achieve Objectives?	
Objectives and Outcomes		Objective 1: met, the DMO was successful in extending our travel season. The DMO achieved higher lodging tax revenues for the off season months of October, December 2009, January, February and April of 2010. Objective 2: not met, the average converted travel party stayed 3.7 nights in FY10 versus 5.1 nights in FY09. Objective 3: met, the DMO's public relations firm achieved in excess of \$2.2 million dollars in advertising equivalency.	
Impact of Co-op Project		While the DMO's inquiries and revenues finished below FY09, the doubling of our advertising dollars and campaign with the Cooperative Marketing program's matching funds allowed the DMO to out perform our competitive set according to the STR Report. Additionally, the DMO also explored new mediums with this project such as travel related websites. The results of this year's ROI has positively impacted the DMO's FY12 medium selections and allowed the DMO to achieve the greatest potential tax revenues for the State of Missouri and for the three counties represented by the DMO.	
Outcome Effect on Future Marketing		Yes, the results has affected the FY12 advertising plan. The DMO has increased advertising in productive markets and mediums, and eliminated or reduced mediums with poor inquiry results.	

Quantifiable Measurements

(As provided by the participant)

Conversion Rate	11.33%	*Visitor Expenditures	\$9,885,745
*Visits Generated	9,145	*Return on Investment (ROI)	\$19.90

**These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

Contract #	10-07-045-44	DMO	St. Louis CVC
Category	Destination Advertising	Project	FY10 Destination Advertising
Primary Objectives	1. Promote St. Louis as a top leisure travel destination with many quality family, cultural and sports attractions 2. Position St. Louis as a cosmopolitan destination where visitors can experience a world class travel experience 3. Drive potential visitors to the CVC website for St. Louis destination information and hotel reservations		

Budget and Expenditures

State Dollars Awarded	\$600,000.00	State Dollars Reimbursed	\$600,000.00
Revised Award	\$0.00	Local Matching Dollars	\$600,000.00

Total Project Cost	\$1,200,000.00
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Marketing Activity Information

TV Ads Placed	12,022	Total Circulation/Gross Impressions	98,470,572
Radio Ads Placed	10,365	Inquiries Reported	5,856
Newspaper Ads Placed	0	Cost Per Inquiry	\$204.92
Magazine Ads Placed	3	Instate Marketing	15 %
Billboards Leased	0	Out-of-State Marketing	85 %
Brochures Distributed	0		
Tradeshows Attended	0		
Other Marketing Activity	0		

Project Outcomes

Percentage Completed	100%	Did Project Achieve Objectives?	
Objectives and Outcomes	Objective 1: Ad campaign received excellent ratings for indicating a variety of attractions/things to do for families and couples. Objective 2: The creative had a positive impact on perceptions of St. Louis such as dining, lots to see and do, and excitement. Objective 3: Leisure ads positively influenced information gathering, particularly visiting the explorestlouis.com website.		
Impact of Co-op Project	This project allowed the CVC to implement a new and unique transit campaign in Chicago. Made it possible for the CVC to maintain its advertising presence in key markets despite decreased media budgets. Enabled the CVC to support member marketing projects such as Drury's Vacation Savings and a cooperative marketing television buy with the St. Louis Zoo. Provided support to the CVC's leisure ad campaign which was able to generate \$48 million in travel revenue. Allowed the CVC to utilize multiple media which greatly increased overall campaign awareness. Contributed to a spot television schedule that generated the highest overall campaign awareness by medium.		
Outcome Effect on Future Marketing	Yes, SMARI's ad effectiveness study on the CVC's leisure ad campaign will be carefully analyzed for creative effectiveness and media efficiency by market. Target market selection for future campaigns will depend heavily on the results of this study		

Quantifiable Measurements

(As provided by the participant)

Conversion Rate		*Visitor Expenditures	\$40,836,240
*Visits Generated	47,319	*Return on Investment (ROI)	\$34.03

**These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

Contract #	10-07-047-44	DMO	City of St. Charles Tourism Department
Category	Destination Advertising	Project	FY10 Destination Advertising
Primary Objectives	1. Increase leisure travel overnight stays by 2% 2. Increase visitor inquiries via telephone by 9% 3. Increase website traffic by 17%		

Budget and Expenditures

State Dollars Awarded	\$175,018.00	State Dollars Reimbursed	\$175,017.99
Revised Award	\$0.00	Local Matching Dollars	\$175,018.01
		Total Project Cost	\$350,036.00

Marketing Activity Information

TV Ads Placed	347	Total Circulation/Gross Impressions	161,692,141
Radio Ads Placed	0	Inquiries Reported	35,494
Newspaper Ads Placed	2	Cost Per Inquiry	\$9.86
Magazine Ads Placed	31	Instate Marketing	20 %
Billboards Leased	0	Out-of-State Marketing	80 %
Brochures Distributed	0		
Tradeshows Attended	0		
Other Marketing Activity	0		

Project Outcomes

Percentage Completed	100%	Did Project Achieve Objectives?	
Objectives and Outcomes	Objective 1: met, room bookings were up almost 5%. Objective 2: met, we increase visitor inquiries by just over 9%. Objective 3: met, website traffic was up a whopping 27% over the previous year.		
Impact of Co-op Project	The Cooperative Marketing project enabled us to explore new marketing areas. These new advertising areas will hopefully reach new consumers and bring first time travelers to our area. We were also able to continue our Cardinals Network television campaign. With the help of the cooperative marketing funds, we were able to expand our magazine print campaign. In short, the Cooperative Marketing project allows us to stretch our marketing budget and reach more people with our message.		
Outcome Effect on Future Marketing	Yes, the results reinforces that our typical visitor comes from the Midwest, responds especially well to newspaper vacation guide inserts, spends one to three days and \$100 to \$350 and comes primarily for the ambiance of Main Street. These results will guide our future efforts.		

Quantifiable Measurements

(As provided by the participant)

Conversion Rate	72.00%	*Visitor Expenditures	\$18,502,020
*Visits Generated	25,380	*Return on Investment (ROI)	\$52.86

**These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

Contract #	10-08-042-44	DMO	Springfield CVB
Category	Destination Advertising	Project	Leisure Travel Campaign
Primary Objectives	1. Increase the total number of leisure visitors to Springfield 2. Increase length of stay 3. Increase total amount spent per trip		

Budget and Expenditures

State Dollars Awarded	\$520,000.00	State Dollars Reimbursed	\$520,000.00
Revised Award	\$0.00	Local Matching Dollars	\$523,014.50
		Total Project Cost	\$1,043,014.50

Marketing Activity Information

TV Ads Placed	2,850	Total Circulation/Gross Impressions	82,225,965
Radio Ads Placed	2,530	Inquiries Reported	72,685
Newspaper Ads Placed	4	Cost Per Inquiry	\$14.35
Magazine Ads Placed	43	Instate Marketing	19 %
Billboards Leased	0	Out-of-State Marketing	81 %
Brochures Distributed	0		
Tradeshows Attended	0		
Other Marketing Activity	0		

Project Outcomes

Percentage Completed	100%	Did Project Achieve Objectives?	
Objectives and Outcomes	Objective 1: After an 18 month decline in room demand, increases started July through November due in part to the FY10 leisure campaign. Objective 2: Average length of stay decreased slightly from 1.65 in FY09 to 1.53 YTD, due in part to the economic conditions. Objective 3: Visitors gross spending was estimated at \$26 million for FY10, up \$3 million from FY09.		
Impact of Co-op Project	The Cooperative Marketing program allows the bureau to leverage its funds to increase the reach and frequency of advertising and marketing programs. It also provides a great opportunity to advertise extensively outside the state of Missouri to import new dollars into Springfield and the entire state. The Media Exchange program has been an excellent addition for FY10 as it allowed the bureau to take advantage of pre-negotiated rates to ensure fiscal responsibility of taxpayer dollars.		
Outcome Effect on Future Marketing	The Springfield CVB will use information gained in the FY10 conversion study to identify demographic parameters and media mixes for future advertising campaigns.		

Quantifiable Measurements

(As provided by the participant)

Conversion Rate	58.77%	*Visitor Expenditures	\$26,100,224
*Visits Generated	42,717	*Return on Investment (ROI)	\$25.02

**These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

Contract #	10-08-046-44	DMO	Branson/Lakes Area Chamber of Commerce/CVB
Category	Destination Advertising	Project	Spring/Summer Television
Primary Objectives	1. Build national brand awareness, overall visitation 2. Increase younger and first time visitation 3. Increase dollars spent/length of stay		

Budget and Expenditures

State Dollars Awarded	\$600,000.00	State Dollars Reimbursed	\$600,000.00
Revised Award	\$0.00	Local Matching Dollars	\$608,355.30
		Total Project Cost	\$1,208,355.30

Marketing Activity Information

TV Ads Placed	1,026	Total Circulation/Gross Impressions	92,779,000
Radio Ads Placed	0	Inquiries Reported	129,886
Newspaper Ads Placed	0	Cost Per Inquiry	\$9.30
Magazine Ads Placed	0	Instate Marketing	2 %
Billboards Leased	0	Out-of-State Marketing	98 %
Brochures Distributed	0		
Tradeshows Attended	0		
Other Marketing Activity	0		

Project Outcomes

Percentage Completed	100%	Did Project Achieve Objectives?	Significantly
Objectives and Outcomes	Objective 1: Branson continues to have a very high top of the mind awareness as a travel destination. Objective 2: Both visitation and tax revenues are up from FY09. Room demand and revenue are better than most destinations in the current economic climate. While visitation has increased, the visitors we are seeing are slightly less often first timers and family visitation has decreased slightly. Objective 3: Average length of stay has decreased from 4.55 to 4.4 nights and spending per party as decreased from \$954 to 900.		
Impact of Co-op Project	The significant support by the Cooperative Marketing program in driving particularly out of state visitors to the market continues to be of critical importance to the Branson/Lakes Area and the state of Missouri.		
Outcome Effect on Future Marketing	Yes, we have determined that the most effective and manageable use of the cooperative marketing dollars would be associated with the spring/summer portion of our national cable television advertising campaign.		

Quantifiable Measurements

(As provided by the participant)

Conversion Rate	25.21%	*Visitor Expenditures	\$64,640,875
*Visits Generated	106,143	*Return on Investment (ROI)	\$53.49

**These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

Contract #	10-08-048-44	DMO	Chamber of Commerce of Table Rock Lake/Kimberling City
Category	Destination Advertising	Project	My Table Rock Lake
Primary Objectives	1. Enhance economic health of Stone County through growth in tourism 2. Produce incremental visits to the Table Rock Lake Area 3. Increase repeat visits among existing visitors		

Budget and Expenditures

State Dollars Awarded	\$200,000.00	State Dollars Reimbursed	\$187,638.03
Revised Award	\$0.00	Local Matching Dollars	\$187,638.04
		Total Project Cost	\$375,276.07

Marketing Activity Information

TV Ads Placed	1,819	Total Circulation/Gross Impressions	98,064,338
Radio Ads Placed	0	Inquiries Reported	55,807
Newspaper Ads Placed	0	Cost Per Inquiry	\$6.72
Magazine Ads Placed	44	Instate Marketing	23 %
Billboards Leased	0	Out-of-State Marketing	77 %
Brochures Distributed	0		
Tradeshows Attended	0		
Other Marketing Activity	0		

Project Outcomes

Percentage Completed	94%	Did Project Achieve Objectives?	
Objectives and Outcomes	Objective 1: This campaign produces \$42.7 million in incremental visitor spending. Objective 2: This campaign produced 38,100 incremental visits to the Branson/Table Rock Lake Area Chamber of Commerce. Objective 3: The repeat visitor percentage grew slightly to 1.4 visits in 2010 therefore achieving our objective.		
Impact of Co-op Project	The market penetration or total visitation increased nearly 5%. Our ad reached 34% of all households in our target area with a cost of \$.44 per household. Our ad reached more people who traveled and those who were aware of the ad spent \$1,122 versus those who traveled and did not see the ad \$744. The creative was well received and served to help support our brand "appealing destination", "family friendly", "variety of outdoor water activities". Our website is truly helpful, more than 1/3 of visitors use the DMO website to plan their trip, a score more than twice that of our competitive destinations. The Cooperative Marketing campaign generated 38,100 incremental trips.		
Outcome Effect on Future Marketing	Yes, we will evaluate for FY11 the dollar allocation in Ft. Smith to improve our ROI even more and to work with BLACC to improve the ROI for MDT. We will evaluate the potential incremental growth opportunity for that market.		

Quantifiable Measurements

(As provided by the participant)

Conversion Rate	*Visitor Expenditures	\$17,629,357
*Visits Generated	*Return on Investment (ROI)	\$46.98

**These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

Contract #	10-02-039-55	DMO	Kirksville Area Chamber of Commerce
Category	Small Project Marketing-S/F	Project	Iowa Billboard Project
Primary Objectives	1. To increase the number of visitors from Iowa and Illinois 2. To encourage groups from Iowa and Illinois to return annually 3. To encourage visitors by advertising annual festivals and events		

Budget and Expenditures

State Dollars Awarded	\$2,100.00	State Dollars Reimbursed	\$2,000.00
Revised Award	\$0.00	Local Matching Dollars	\$2,000.00
		Total Project Cost	\$4,000.00

Marketing Activity Information

TV Ads Placed	0	Total Circulation/Gross Impressions	13,485
Radio Ads Placed	0	Inquiries Reported	175
Newspaper Ads Placed	0	Cost Per Inquiry	\$22.86
Magazine Ads Placed	0	Instate Marketing	0 %
Billboards Leased	1	Out-of-State Marketing	100 %
Brochures Distributed	0		
Tradeshows Attended	0		
Other Marketing Activity	0		

Project Outcomes

Percentage Completed	95%	Did Project Achieve Objectives?
Objectives and Outcomes		1. We did have more visitors from our neighboring two states. 2. We have had groups return on an annual or semi-annual basis. 3. We have had larger numbers at our festivals and events.
Impact of Co-op Project		The Cooperative Marketing funding allowed us to expand out marketing efforts to Iowa and to be able to afford a billboard rental on I-80, which we otherwise could not have afforded. This is a good partnership that brings visitors to Missouri on a local and state wide level.
Outcome Effect on Future Marketing		In the future Kirksville will pick marketing projects that can be more accurately measured. It has been very difficult to measure the interest due to the billboard. Even though Google analytics show lots of hits and visits to visitkirksville.com from people in Iowa and Illinois, as compared to other contiguous states to Missouri, I can not be sure the interest has been because of the billboard project.

Quantifiable Measurements

(As provided by the participant)

Conversion Rate	*Visitor Expenditures
*Visits Generated	*Return on Investment (ROI)

**These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

Contract #	10-05-038-55	DMO	Clinton Tourism Association, Inc.
Category	Small Project Marketing-S/F	Project	Clinton - Where the lake meets the trail.
Primary Objectives	1. Increase awareness of the recreational and cultural tourism opportunities available in the Clinton area Increase the number of inquiries for information and subsequent visits to our community	2.	

Budget and Expenditures

State Dollars Awarded	\$5,000.00	State Dollars Reimbursed	\$4,965.80
Revised Award	\$0.00	Local Matching Dollars	\$4,965.81
		Total Project Cost	\$9,931.61

Marketing Activity Information

TV Ads Placed	0	Total Circulation/Gross Impressions	3,822,993
Radio Ads Placed	0	Inquiries Reported	9,611
Newspaper Ads Placed	1	Cost Per Inquiry	\$1.03
Magazine Ads Placed	6		
Billboards Leased	0		
Brochures Distributed	12,500	Instate Marketing	5 %
Tradeshows Attended	0	Out-of-State Marketing	95 %
Other Marketing Activity	0		

Project Outcomes

Percentage Completed	99%	Did Project Achieve Objectives?
Objectives and Outcomes		1. Our ads and brochure were designed to highlight the recreational and cultural tourism opportunities available in Clinton. 2. Our ads and brochure generated significant leads and we saw our best year of hotel tax collections.
Impact of Co-op Project		The Cooperative Marketing funding allowed us to print more ads and more brochures than we could have on our own. It is these avenues that we are building consistency so readers become familiar with our printed materials and see the value of vacationing in the Clinton area. This has been a very successful project and one we rely upon.
Outcome Effect on Future Marketing		The outcome measurement results will not affect planning of future marketing projects.

Quantifiable Measurements

(As provided by the participant)

Conversion Rate	*Visitor Expenditures
*Visits Generated	*Return on Investment (ROI)

**These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

Contract #	10-06-040-55	DMO	City of Hermann Tourism
Category	Small Project Marketing-S/F	Project	It's About Time
Primary Objectives	1. Increase visitors 2. Increase length of stay 3. Promote Hermann as a good value		

Budget and Expenditures

State Dollars Awarded	\$5,000.00	State Dollars Reimbursed	\$5,000.00
Revised Award	\$0.00	Local Matching Dollars	\$5,910.59
		Total Project Cost	\$10,910.59

Marketing Activity Information

TV Ads Placed	0	Total Circulation/Gross Impressions	2,700,000
Radio Ads Placed	0	Inquiries Reported	1,560
Newspaper Ads Placed	0	Cost Per Inquiry	\$6.99
Magazine Ads Placed	6	Instate Marketing	50 %
Billboards Leased	0	Out-of-State Marketing	50 %
Brochures Distributed	0		
Tradeshows Attended	0		
Other Marketing Activity	0		

Project Outcomes

Percentage Completed	100%	Did Project Achieve Objectives?
Objectives and Outcomes	1. Sales tax receipts related to tourism held steady and promotions drew nearly half of the first time visitors. 2. Lodging receipts increased slightly despite the economic downturn. 3. Survey input from partners indicates Hermann is a good value in a tight economy.	
Impact of Co-op Project	The Cooperative Marketing funding has allowed us to advertise in AAA publications and rural Missouri magazine. Both publications reach out to motivate travelers. We have been able to market more aggressively to visitors in Missouri and adjoining states to attract new visitors who are looking for new places to visit in the tight economic times. We are able to stay connected with past visitors. It is our belief that Hermann's visitor vase is growing and an improved economy will bring us great results.	
Outcome Effect on Future Marketing	The outcome measurement results will not affect the planning of future marketing projects.	

Quantifiable Measurements

(As provided by the participant)

Conversion Rate	*Visitor Expenditures
*Visits Generated	*Return on Investment (ROI)

**These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

Contract #	10-09-037-55	DMO	Rolla Area Chamber of Commerce & Visitor Center
Category	Small Project Marketing-S/F	Project	Leisure Marketing Project
Primary Objectives	1. Create an awareness of Rolla attributes	2. Highlight Rolla's festivals and events	3. Highlight Rolla/Phelps County's

Budget and Expenditures

State Dollars Awarded	\$2,138.50	State Dollars Reimbursed	\$1,906.50
Revised Award	\$0.00	Local Matching Dollars	\$1,906.51
		Total Project Cost	\$3,813.01

Marketing Activity Information

TV Ads Placed	0	Total Circulation/Gross Impressions	1,285,500
Radio Ads Placed	0	Inquiries Reported	5,153
Newspaper Ads Placed	0	Cost Per Inquiry	\$0.74
Magazine Ads Placed	3	Instate Marketing	48 %
Billboards Leased	0	Out-of-State Marketing	51 %
Brochures Distributed	0		
Tradeshows Attended	0		
Other Marketing Activity	1		

Project Outcomes

Percentage Completed	89%	Did Project Achieve Objectives?	.
Objectives and Outcomes	1. The Rolla hotels experienced a significant increase in overnight stays. 2. The motel tax showed an increase of 14% in the fall of 2009. 3. Ads in Missouri Life magazine were specific to events in Rolla as it related to the issue's content. 4. Two of the four ads highlighted unique attractions in the Rolla area optimistically creating an interest in Rolla.		
Impact of Co-op Project	We received a significant amount of leads from this project, leads that granted us the opportunity to share more information about the Rolla/Phelps County area and what it has to offer the leisure traveler. The project also drove traffic to our tourism website and/or brochure further enhancing our marketing efforts.		
Outcome Effect on Future Marketing	We plan to continue marketing in the Madden Media insert. The success of the outcome is encouraging. The exposure in Missouri Life has also been beneficial, in addition to the ads we have been featured in a few editorials.		

Quantifiable Measurements

(As provided by the participant)

Conversion Rate

***Visitor Expenditures**

***Visits Generated**

***Return on Investment (ROI)**

**These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

Contract # 10-02-051-56 **DMO** Kirksville Area Chamber of Commerce

Category **Small Project Marketing-W/S** **Project** **AAA Living Ad**

Primary Objectives 1. To increase the number of visitors from our neighboring two states of Iowa and Illinois 2. To encourage visitors to attend annual festivals 3. To encourage groups from Iowa and Illinois to return annually

Budget and Expenditures

State Dollars Awarded	\$2,813.50	State Dollars Reimbursed	\$2,324.85
Revised Award	\$0.00	Local Matching Dollars	\$2,324.86
		Total Project Cost	\$4,649.71

Marketing Activity Information

TV Ads Placed	0		
Radio Ads Placed	0	Total Circulation/Gross Impressions	2,354,534
Newspaper Ads Placed	0	Inquiries Reported	2,069
Magazine Ads Placed	3	Cost Per Inquiry	\$2.25
Billboards Leased	0		
Brochures Distributed	0	Instate Marketing	25 %
Tradeshows Attended	0	Out-of-State Marketing	75 %
Other Marketing Activity	0		

Project Outcomes

Percentage Completed 83% **Did Project Achieve Objectives?**

Objectives and Outcomes Objective 1: Our lodging tax income has increased over the last year. Objective 2: We had more visitors than ever at our Red, White and Blue Festival over July 4th weekend. Objective 3: We have had a bus group from Fairfield, Iowa that returned for the second year and is planning another return trip.

Impact of Co-op Project This project allowed our small DMO to reach more prospective visitors. We were able to purchase ads with AAA Living and Midwest Traveler, which have a very broad circulation in the geographic area we were targeting. Also, their readership are people who like to travel by car to regional destinations. It is always helpful for a small DMO staffed by one person to have the help and advice of the staff members at the Division of Tourism. It is indeed a cooperative marketing partnership.

Outcome Effect on Future Marketing Yes, we will continue to advertise in AAA magazines because we specifically may target Nebraska, because of the 4.5% inquiries came from Nebraska.

Quantifiable Measurements

(As provided by the participant)

Conversion Rate

***Visitor Expenditures**

*Visits Generated

*Return on Investment (ROI)

**These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

Contract #	10-06-053-56	DMO	City of Hermann Tourism
Category	Small Project Marketing-W/S	Project	Its About Time II
Primary Objectives	1. Increase visitors 2. Increase length of stay 3. Promote Hermann as good value for time spent		

Budget and Expenditures

State Dollars Awarded	\$5,000.00	State Dollars Reimbursed	\$4,920.22
Revised Award	\$0.00	Local Matching Dollars	\$4,920.22
		Total Project Cost	\$9,840.44

Marketing Activity Information

TV Ads Placed	0		
Radio Ads Placed	0	Total Circulation/Gross Impressions	1,795,000
Newspaper Ads Placed	0	Inquiries Reported	1,410
Magazine Ads Placed	7	Cost Per Inquiry	\$6.98
Billboards Leased	0		
Brochures Distributed	0	Instate Marketing	16 %
Tradeshows Attended	0	Out-of-State Marketing	84 %
Other Marketing Activity	0		

Project Outcomes

Percentage Completed	98%	Did Project Achieve Objectives?
Objectives and Outcomes	Objective 1: Our Welcome Center traffic is up significantly so far in 2010 and our e-mail inquiries have also increased. Objective 2: The economy is impacting length of stay, but our lodging tax showed an 8% increase in the last fiscal year. Objective 3: Lodging is up and visitors are responding to promotions.	
Impact of Co-op Project	The Cooperative Marketing funding enabled us to market to motivated travelers in states adjacent to Missouri, which is provided by readers of AAA. We could never reach out to these markets without the Cooperative Marketing Program funding. The presence in AAA magazines has increased our inquiries by e-mail and telephone, as well as drop ins. We are able to associate Hermann with AAA through these ads, which is always positive.	
Outcome Effect on Future Marketing	Yes, AAA publications do not generate a large number of leads, but that is not our objective. Vacation planners generate far more leads. But the AAA leads, both those from reader service and those from calls, e-mails and web visits are quality.	

Quantifiable Measurements

(As provided by the participant)

Conversion Rate

***Visitor Expenditures**

***Visits Generated**

***Return on Investment (ROI)**

**These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

Contract # 10-09-052-56 **DMO** Rolla Area Chamber of Commerce & Visitor Center

Category Small Project Marketing-W/S Project **Leisure Marketing Project**

Primary Objectives 1. Create an awareness that the Rolla area has much to offer the leisure traveler 2. Increase the number of inquiries, specifically visits and usage of Rolla's newly redesigned website

Budget and Expenditures

State Dollars Awarded	\$2,727.50	State Dollars Reimbursed	\$2,727.50
Revised Award	\$0.00	Local Matching Dollars	\$2,727.50
		Total Project Cost	\$5,455.00

Marketing Activity Information

TV Ads Placed	0	Total Circulation/Gross Impressions	1,229,026
Radio Ads Placed	0	Inquiries Reported	8,321
Newspaper Ads Placed	0	Cost Per Inquiry	\$0.66
Magazine Ads Placed	0	Instate Marketing	13 %
Billboards Leased	0	Out-of-State Marketing	87 %
Brochures Distributed	0		
Tradeshows Attended	0		
Other Marketing Activity	1		

Project Outcomes

Percentage Completed 100% **Did Project Achieve Objectives?**

Objectives and Outcomes Objective 1: This campaign resulted in a significant amount of requests thus proving travelers were interested in Rolla. Objective 2: According to Google analytics, VisitRolla.com experienced an increase in traffic during this four month campaign.

Impact of Co-op Project The Cooperative Marketing project increased the number of inquiries for Rolla information and has by far yielded the most leads of any marketing project that Rolla Area Chamber of Commerce has completed. The marketing project also drove traffic to Rolla Area Chamber of Commerce's tourism website.

Outcome Effect on Future Marketing Yes, the outcome measurement results of this project is of positive value as Rolla Area Chamber of Commerce will continue to utilize the publication in its future marketing efforts.

Quantifiable Measurements

(As provided by the participant)

Conversion Rate

***Visitor Expenditures**

***Visits Generated**

***Return on Investment (ROI)**

**These numbers reflect the portion of the overall reported outcomes that may be attributed to the Cooperative Marketing project.*

Cooperative Marketing Fiscal Year 2010 Program Summary

Individual Contract Data for Projects Targeting the Media

DMO Information

Contract # 10-06-030-88 **DMO** City of Lebanon
Project Public Relations Lebanon Public Relations Campaign FY2010
Primary Objectives 1. Increase number of visitors 2. Increase length of stay 3. Increase travel revenue

Budget and Expenditures

State Dollars Awarded	\$16,192.50	State Dollars Reimbursed	\$16,190.42
Revisions	\$0.00	Local Matching Dollars	\$16,190.43
		Total Project Cost	\$32,380.85

Marketing Activity Information

Media Releases Distributed	4	Sales Mission Completed	6
Press Tours Hosted, Group	1	Media Queries Initiated	0
Press Tours Hosted, Individual	4	Photos and Videos Distributed	2
Media Marketplaces Attended	0	Press Kits Distributed	75
Instate Marketing	30 %		
Out of State Marketing	70 %		

Project Outcomes

Percentage Completed	100%
Did Project Achieve Objectives?	Significantly
Objectives and Outcomes	Surveys at travel shows, at major local festivals and at our lodging properties indicated that visitor attendance increased and travelers were staying longer and our lodging tax receipts increased over last year. Our public relations activities targeted outdoor media, midwest travel writers, editorial exposure in regional publications and media outlets approved by the Missouri Division of Tourism. Through sales missions, press tours and media visits we were successful in raising awareness and getting media exposure that led to more visitors and more travel revenue.
Impact of Co-op Project	The Cooperative Marketing funds allowed us to implement an integrated marketing program that includes advertising and public relations. Press tours coordinated by our professional PR agency continue to be one of the best investments that we can make. As a result of press tours and sales missions, we had three features in Rural Missouri, a feature in Show Me Missouri Magazine, several article/features in Prime Circuit Magazine, Missouri Outdoor Guide, Kansas City Star and more. Our public relations efforts raise awareness of Lebanon as an outdoor destination and family getaway spot through channels that are affordable and effective.

Total Stories Attributable to the Project 141 **Total Ad Equivalency** \$186,578

Cooperative Marketing Fiscal Year 2010 Program Summary

Individual Contract Data for Projects Targeting the Media

DMO Information

Contract #	10-06-032-88	DMO	Lake of the Ozarks Tri-County Lodging Association
Project	Public Relations	Lake of the Ozarks Public Relations FY10	
Primary Objectives	1. Extend travel season and length of customer's visit 2. Increase total travel spending and overnight stays by travelers 3. Increase awareness of Lake as a vacation, golf, group and shopping destination		

Budget and Expenditures

State Dollars Awarded	\$60,000.00	State Dollars Reimbursed	\$60,000.00
Revisions	\$0.00	Local Matching Dollars	\$60,000.00
Total Project Cost			\$120,000.00

Marketing Activity Information

Media Releases Distributed	27	Sales Mission Completed	12
Press Tours Hosted, Group	1	Media Queries Initiated	14
Press Tours Hosted, Individual	5	Photos and Videos Distributed	9
Media Marketplaces Attended	5	Press Kits Distributed	296
Instate Marketing		20 %	
Out of State Marketing		80 %	

Project Outcomes

Percentage Completed	100%
Did Project Achieve Objectives?	Somewhat
Objectives and Outcomes	Media exposure was up almost 10% over last year. There was an increased awareness of the Lake as a travel destination through editorial coverage (national TV, cable, national magazines, regional magazines and major daily papers, plus online exposure.) However, people were reluctant to spend money on travel because of the economy. Therefore, would be visitors to the Lake took fewer trips, they stayed fewer nights, traveled closer to home and spent less money.
Impact of Co-op Project	Our public relations efforts produced more than 2.2 million dollars in ad equivalency. Our editorial coverage provided credibility to the Lake's promotional and advertising messages. Because of the \$60,000 in Cooperative Marketing funds that we received, we were able to implement a comprehensive PR campaign for Morgan, Miller and Camden counties. Our PR campaign continues to be one of our best investments, a 20 to 1 ROI.
Total Stories Attributable to the Project	497
Total Ad Equivalency	\$2,018,612

Individual Contract Data for Projects Targeting the Event Planner - Convention Marketing

DMO Information

Contract #	10-04-010-33	DMO	City of Independence - Tourism Department
Category	Convention Marketing	Project Name	Small Convention Meetings & Marketing Project
Primary Objectives	1. Retain the number of meetings and overnights booked 2. Maintain the hotel overnights, food and meeting room expenditures as last year 3. Maintain the same amount of hotel tax revenue as last year for all markets		

Budget and Expenditures

State Dollars Awarded	\$21,825.50	Local Matching Dollars	\$21,326.75
Total Reimbursement	\$21,326.75	Total Expenditures	\$67,653.50

Marketing Activity Information

Magazine Ads Placed	15	Tradeshows Attended	2
Printed Materials Distributed	0	Other Marketing Activity	2

Project Outcomes

% Completed	98%
Objectives and Outcomes	Objective 1: Hotel meetings decreased 3% but room nights increased 11%, objective was met. Objective 2: Hotel convention related expenditures decreased 25%, not meeting objective. Objective 3: Hotel tax for 2009/2010 increased 4% over 2008/2009, exceeding set objective.
*Bookings	615
*Room Nights Generated	8,468
*Avg. Room Nights Per Booking	13
Method of Calculation	Room nights and food, room, a/v rental reported directly from the six largest hotels for conventions and small meeting expenditures.
Effect on Future Marketing	We will confer with our hotel partners and marketing agency to determine which products work the best for future applications. We continue to look for ways to improve the reporting of economic impact in this area.

**These numbers reflect the portion of the overall outcomes that may be attributed to the Cooperative Marketing Project.*

Individual Contract Data for Projects Targeting the Event Planner - Convention Marketing

DMO Information

Contract #	10-04-020-33	DMO	CVB of Greater Kansas City
Category	Convention Marketing	Project Name	Convention Marketing
Primary Objectives	1. Generate tentative leads that garner 1.32 million room nights 2. Communicate a distinct image of Kansas City focusing on downtown product enhancements 3. Increase direct spending per delegate by increasing citywide and one hotel meetings		

Budget and Expenditures

State Dollars Awarded	\$60,000.00	Local Matching Dollars	\$39,079.50
Total Reimbursement	\$39,079.50	Total Expenditures	\$1,503,050.00

Marketing Activity Information

Magazine Ads Placed	9	Tradeshows Attended	0
Printed Materials Distributed	0	Other Marketing Activity	0

Project Outcomes

% Completed 100%

Objectives and Outcomes Objective 1: Convention sales generated 1.23 million tentative room nights and 315,000 definite room nights. Objective 2: Kansas City transitioned from half page spreads to full page ads showing new product enhancements. Objective 3: Meetings held dropped off in later 2009 and first half of 2010, but ended very strong in the summer.

*Bookings 12

***Room Nights Generated** 16,380

***Economic Impact**

***Avq. Room Nights Per Booking** 1,365

***ROI for Every Dollar Spent**

Method of Calculation 1. Conventions w/o exhibits or fewer than 50 booths. Attendance x \$1069 = EI

2. Conventions w/ exhibits and over 50 booths. ($\text{Attendance} \times \1069) + ($\# \text{booths} \times \7005) = EI

3. Excess attendance w/o exhibits or fewer than 50 booths, Peak rooms x 2 = Base attendance (attd)

Attendance - Base Attd = Adj Attd; Adj Attd x .25 = In-Town Attd
Base Attd + In-Town Attd = Total Attd; Total Attd x \$1069 = EI

4. Excess attendance w/ exhibits and over 50 booths, Peak rooms x 2 = Base Attd
Attendance - Base Attd = Adj Attd; Adj Attd x .25 = In-Town Attd
Base + In-Town Attd = Total Attd; (Total Attd x \$1069) + (#booths x \$7005) = Eil

Effect on Future Marketing This media plan laid the groundwork for the FY11 Convention Marketing media plan, which secured a significant increase in publications from 6 to 14 in FY11. Impressions skyrocketed from 500,000 to 1.5 million.

**These numbers reflect the portion of the overall outcomes that may be attributed to the Cooperative Marketing Project.*

Individual Contract Data for Projects Targeting the Event Planner - Convention Marketing

DMO Information

Contract #	10-06-004-33	DMO	Pulaski County Visitors Bureau
Category	Convention Marketing	Project Name	PC 2010 Convention
Primary Objectives	1. Increase reunion bookings by 30% 2. Increase awareness of military history 3. Increase leisure travel		

Budget and Expenditures

State Dollars Awarded	\$8,540.00	Local Matching Dollars	\$2,916.50
Total Reimbursement	\$2,916.50	Total Expenditures	\$14,447.23

Marketing Activity Information

Magazine Ads Placed	4	Tradeshows Attended	0
Printed Materials Distributed	0	Other Marketing Activity	0

Project Outcomes

% Completed 34%

Objectives and Outcomes Objective 1: Bookings increased from 7 in 2009 to 11 in 2010. Objective 2: Increase attendance of tradeshows; Branson Vet week web banners, becoming member of military specific associations and direct mailers to VFW and American Legions.

***Bookings** 5

*Room Nights Generated	9,250	*Economic Impact	\$67,376
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*Avg. Room Nights Per Booking	1,850	*ROI for Every Dollar Spent	\$11.55
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Method of Calculation Exact numbers from bids obtained from lodging, catering, dining, tours, meeting space and for meals not catered, \$10 for lunch and \$15 for dinner. Most hotels offer breakfast so this is not projected unless we organized.

Effect on Future Marketing We will continue our efforts with the Reunion magazine, Reunion Workbook, tradeshows and direct mailers.

**These numbers reflect the portion of the overall outcomes that may be attributed to the Cooperative Marketing Project.*

Individual Contract Data for Projects Targeting the Event Planner - Convention Marketing

DMO Information

Contract #	10-07-013-33	DMO	St. Louis CVC
Category	Convention Marketing	Project Name	FY10 Meetings & Convention Trade Advertising
Primary Objectives	1. Continue to build interest in St. Louis as a meeting/convention destination 2. Increase hotel room nights booked and direct spending at visitor industry businesses 3. Increase the number of meetings booked and raise attendance at these events		

Budget and Expenditures

State Dollars Awarded	\$60,000.00	Local Matching Dollars	\$61,460.35
Total Reimbursement	\$60,000.00	Total Expenditures	\$346,334.35

Marketing Activity Information

Magazine Ads Placed	19	Tradeshows Attended	0
Printed Materials Distributed	0	Other Marketing Activity	0

Project Outcomes

% Completed	100%
Objectives and Outcomes	Objective 1: A successful ad campaign contributed to an increase in both meetings and attendance. Objective 2: Hotel room nights rose from 380,959 in FY09 to 521,609 in FY10. Objective 3: Attendance levels increased from 294,415 in FY09 to 547,613 in FY10.
*Bookings	160
*Room Nights Generated	180,738
*Avg. Room Nights Per Booking	1,129
*Method of Calculation	Out of town meeting attendance is multiplied by \$1036 (DMAI's est. average delegate spending) and in town meeting attendance is multiplied by \$100 (locally estimated average spending).
Effect on Future Marketing	The St. Louis CVC will evaluate individual trade publications for cost efficient and effective reach of the target audience and will continue to utilize its successful ad campaign to promote St. Louis' strong meetings package.

**These numbers reflect the portion of the overall outcomes that may be attributed to the Cooperative Marketing Project.*

Individual Contract Data for Projects Targeting the Event Planner - Convention Marketing

DMO Information

Contract #	10-07-021-33	DMO	City of St. Charles Tourism Department
Category	Convention Marketing	Project Name	Greater St. Charles Convention Marketing
Primary Objectives	1. Achieve room revenue goal of \$2,590,000, 2. Increase convention guest room bookings 18% over 2009. 3. Increase contacts made at trade shows by 10%.		

Budget and Expenditures

State Dollars Awarded	\$34,548.75	Local Matching Dollars	\$32,872.75
Total Reimbursement	\$32,872.75	Total Expenditures	\$129,135.98

Marketing Activity Information

Magazine Ads Placed	11	Tradeshows Attended	10
Printed Materials Distributed	0	Other Marketing Activity	0

Project Outcomes

% Completed	95%
Objectives and Outcomes	Objective 1: No, room revenue came up short because ADR is still below goal. Objective 2: Yes, substantial increase in guest rooms booked indicates significant success over 2009. Objective 3: Yes, slight increase above goal for contacts at trade shows again show measured success.
*Bookings	253
*Room Nights Generated	11,189
*Avg. Room Nights Per Booking	44
Method of Calculation	21,978 rooms booked. Based on 1.5 persons room occupancy, room rate of \$109.25 per night, food, transportation, shopping and miscellaneous of \$244.28 per person per day equals rooms of \$2,401,096.50 and food, etc of \$8,053,178.76.
Effect on Future Marketing	Without the Cooperative Marketing funds we couldn't have participated in many of the necessary events to promote St. Charles, our convention center and all that St. Charles has to offer. With the increased pressure on the City's budget demands, the CVB has to determine more means to leverage local funding. The Cooperative Marketing Program for this project enabled us to secure business in these categories in a cost efficient and effective manner.

**These numbers reflect the portion of the overall outcomes that may be attributed to the Cooperative Marketing Project.*

Individual Contract Data for Projects Targeting the Event Planner - Convention Marketing

DMO Information

Contract #	10-08-007-33	DMO	Springfield CVB
Category	Convention Marketing	Project Name	Convention Marketing Project
Primary Objectives	1. Book 15,000 room nights from the Convention Cooperative Marketing project 2. Book 11,000 room nights from the Regional and National Association Market 3. Book 35,000 room nights from other market segments		

Budget and Expenditures

State Dollars Awarded	\$47,424.50	Local Matching Dollars	\$47,873.50
Total Reimbursement	\$44,873.50	Total Expenditures	\$314,065.50

Marketing Activity Information

Magazine Ads Placed	21	Tradeshows Attended	10
Printed Materials Distributed	0	Other Marketing Activity	0

Project Outcomes

% Completed 95%

Objectives and Outcomes Objective 1: met, 16,851 room nights were booked. Objective 2: met, 11,700 room nights were booked. Objective 3: met, 35,200 room nights were booked.

***Bookings** 18

***Room Nights Generated** 4,816 ***Economic Impact** \$1,950,499

***Avg. Room Nights Per Booking** 267 ***ROI for Every Dollar Spent** \$21.73

Method of Calculation Attendee expenditures is based on the number of attendees x number of days x \$150 per day. Attendees x 3 days x \$150 = Economic Impact

Effect on Future Marketing We measure the success of each component of this project to determine which components that we want to continue. We will evaluate each component as we continue to receive results.

**These numbers reflect the portion of the overall outcomes that may be attributed to the Cooperative Marketing Project.*

Individual Contract Data for Projects Targeting the Event Planner - Convention Marketing

DMO Information

Contract #	10-08-024-33	DMO	Branson/Lakes Area Chamber of Commerce/CVB
Category	Convention Marketing	Project Name	Convention Print Media
Primary Objectives	1. Maintain a solid database of prospective group business opportunities 2. Generate leads of new/incremental meetings while retaining existing business 3. Ensure inclusion of Branson in more RFP/bid processes		

Budget and Expenditures

State Dollars Awarded	\$60,000.00	Local Matching Dollars	\$66,565.00
Total Reimbursement	\$60,000.00	Total Expenditures	\$318,565.00

Marketing Activity Information

Magazine Ads Placed	14	Tradeshows Attended	0
Printed Materials Distributed	0	Other Marketing Activity	0

Project Outcomes

% Completed	100%
Objectives and Outcomes	Objective 1: Client database now contains 5000 plus qualified prospects. Objective 2: RFI's up slightly, RFP's down slightly, but bookings are up 17%, Objective 3: Conversion rate of 40.5% (RFP's to definite bookings).
*Bookings	131
*Room Nights Generated	34,570
	*Economic Impact \$9,001,397
*Avg. Room Nights Per Booking	263
	*ROI for Every Dollar Spent \$71.12
Method of Calculation	55,096 RFI's + 36,675 RFP's = 91,771 total room nights generated. Average guest room rate \$104.63 x 91,771 room nights = \$9,602,000 room revenue Average occupancy per room night is 1.75 persons x 91,771 = 160,660 guest nights Average food and beverage spending per guest nights \$67 x 160,600 = \$10,760,200 Average entertainment spending per guest nights \$22 x 160,660 = \$3,533,200 Total revenue generated by meetings and convention groups is \$23,895,400. Based upon a total expenditure of \$312,405 ROI is estimated at 76 to 1.
Effect on Future Marketing	We are encouraged by the response from corporate meetings markets and will continue to pursue those.

**These numbers reflect the portion of the overall outcomes that may be attributed to the Cooperative Marketing Project.*

Individual Contract Data for Projects Targeting the Event Planner - Amateur Sports Marketing

DMO Information

Contract #	10-01-017-34	DMO	Buchanan Co. Tourism Board d/b/a St. Joseph CVB
Category	Amateur Sports Marketing	Project Name	Sports Marketing for Buchanan County
Primary Objectives	1. Implement marketing programs designed to maximize the economic impact of visitor dollars to Buchanan County Tourism 2. Increase total occupied hotel rooms in Buchanan County through sporting event bookings 3. Present St. Joseph as a first class sports destination		

Budget and Expenditures

State Dollars Awarded	\$12,837.50	Local Matching Dollars	\$12,323.57
Total Reimbursement	\$12,232.57	Total Expenditures	\$43,465.14

Marketing Activity Information

Magazine Ads Placed	7	Tradeshows Attended	1
Printed Materials Distributed	0	Other Marketing Activity	0

Project Outcomes

% Completed 95%

Objectives and Outcomes Objective 1: Yes, we attracted 2 brand new amateur athletic events to the area in FY10 and retained 3 others. Objective 2: Yes, room nights increased by 2,413 from sports bookings in FY10. Objective 3: Yes, we were able to present St. Joseph as a first class destination at our tradeshows.

*Bookings 28

***Room Nights Generated** 9,153

***Economic Impact**

***Avg. Room Nights Per Booking** 326

***ROI for Every Dollar Spent**

Method of Calculation Economic impact figures are based on research per attendee (room nights x dollars spent). \$145 for single occupancy and \$290 for double occupancy.

Effect on Future Marketing All components will be evaluated by the number of responses, number of leads and number of events booked as a result of this campaign. Those not yielding acceptable results will be considered for elimination.

**These numbers reflect the portion of the overall outcomes that may be attributed to the Cooperative Marketing Project.*

Individual Contract Data for Projects Targeting the Event Planner - Amateur Sports Marketing

DMO Information

Contract #	10-04-011-34	DMO	City of Independence - Tourism Department
Category	Amateur Sports Marketing	Project Name	Independence Sports Marketing Project
Primary Objectives	1. Retain the number of sports groups and overnights booked in the sports market 2. Maintain the economic impact of these markets 3. Assist tourism partners in booking one new event this fiscal year		

Budget and Expenditures

State Dollars Awarded	\$6,102.50	Local Matching Dollars	\$6,025.90
Total Reimbursement	\$6,025.89	Total Expenditures	\$24,051.79

Marketing Activity Information

Magazine Ads Placed	4	Tradeshows Attended	1
Printed Materials Distributed	0	Other Marketing Activity	1

Project Outcomes

% Completed 99%

Objectives and Outcomes Objective 1: Room nights increased by 21%, yet actual sports groups reported by hotels decreased 21%. Objective 2: Hotel income reported for overnights, food and room rental expenditures increased 42%. Objective 3: USSSA Fast Pitch booked at City's Sports Complex and Jam Stars Cheerleading booked at Event Center.

***Bookings** 102

***Room Nights Generated** 2,857 ***Economic Impact** \$320,519

***Avg. Room Nights Per Booking** 28 ***ROI for Every Dollar Spent** \$26.60

Method of Calculation Hotel overnights plus income from rental reported from Athletic Complex. Events Center figures not available yet as they changed management companies.

Effect on Future Marketing We are now seeing the success of our efforts in developing the sports markets. New events are being booked at our two major venues. With the help of NASC we are moving towards a universal economic impact reporting system. Our hotels have been significant partners in providing information and being involved in face to face contact with event holders.

**These numbers reflect the portion of the overall outcomes that may be attributed to the Cooperative Marketing Project.*

Individual Contract Data for Projects Targeting the Event Planner - Amateur Sports Marketing

DMO Information

Contract #	10-04-035-34	DMO	Platte County Visitors Bureau
Category	Amateur Sports Marketing	Project Name	Platte County Amateur Sports Marketing FY2010
Primary Objectives	1. Increase Platte County hotel occupancy by 2% 2. Increase weekend hotel occupancy rate by 3% 3. Increase ADR by 1%		

Budget and Expenditures

State Dollars Awarded	\$9,050.00	Local Matching Dollars	\$5,845.13
Total Reimbursement	\$5,650.00	Total Expenditures	\$21,495.13

Marketing Activity Information

Magazine Ads Placed	3	Tradeshows Attended	1
Printed Materials Distributed	0	Other Marketing Activity	0

Project Outcomes

% Completed 100%

Objectives and Outcomes Objective 1: Was not, Platte County hotel occupancy rates increased by 1% according to the monthly STR reports. Objective 2: Was not, Platte County weekend hotel occupancy rates peaked at 2% increase, average + 1-2%. Objective 3: Yes, ADR increased an average 1-2% each month according to the monthly STR reports.

***Bookings** 5

***Room Nights Generated** 5,053 ***Economic Impact** \$1,486,466

***Avg. Room Nights Per Booking** 1,010 ***ROI for Every Dollar Spent** \$129.31

Method of Calculation Follow up with event contact generates known room revenue plus known meal revenue plus estimated miscellaneous spending (visitor misc. spending based on SGMP reports and 2009 KCCVA Visitor Profile)

Effect on Future Marketing Publications/event planner databases studied to determine most beneficial for inquiries and booked events. NASC Marketplace attendees studied to determine if new events and sports planners are attending or if the same are represented each year. Traditional print ads versus e-blasts/banners will be studied as well for future placements.

**These numbers reflect the portion of the overall outcomes that may be attributed to the Cooperative Marketing Project.*

Individual Contract Data for Projects Targeting the Event Planner - Amateur Sports Marketing

DMO Information

Contract #	10-06-027-34	DMO	Jefferson City CVB
Category	Amateur Sports Marketing	Project Name	Capital City Amateur Sports Marketing 2010
Primary Objectives	1. Increase awareness, interest and demand for Jefferson City as a viable destination for sports/athletic events 2. Increase the number of sports/athletic tournaments, competitions and events held in the Jefferson City area 3. Increase direct travel expenditures and hotel occupancy		

Budget and Expenditures

State Dollars Awarded	\$5,639.00	Local Matching Dollars	\$4,557.50
Total Reimbursement	\$4,557.50	Total Expenditures	\$19,115.00

Marketing Activity Information

Magazine Ads Placed	4	Tradeshows Attended	1
Printed Materials Distributed	0	Other Marketing Activity	0

Project Outcomes

% Completed 81%

Objectives and Outcomes Objective 1: Awareness, interest and demand has increased, by an increase in rooms and economic impact. Objective 2: Fewer events were held during this fiscal year but events were larger and consequently more revenue. Objective 3: More room nights booked and a larger economic impact was generated.

*Bookings 7

***Room Nights Generated** 2,616 ***Economic Impact** \$329,590

***Avg. Room Nights Per Booking** 373 ***ROI for Every Dollar Spent** \$36.16

Method of Calculation It is estimated that sporting event attendees spend \$126 per room night that include lodging, food, gas, etc. (Room nights x \$126=EI) There were 5,485 room nights booked in this time frame for sporting events.

Effect on Future Marketing Networking to get our name out there and showcase what we have to offer for the sports market. This program gave us the ability to reach new potential sports venues for our area. We will continue to attend shows and advertise to accomplish this goal.

**These numbers reflect the portion of the overall outcomes that may be attributed to the Cooperative Marketing Project.*

Individual Contract Data for Projects Targeting the Event Planner - Amateur Sports Marketing

DMO Information

Contract #	10-07-022-34	DMO	City of St. Charles Tourism Department
Category	Amateur Sports Marketing	Project Name	Greater St. Charles Amateur Sports Marketing
Primary Objectives	1. Increase sports guest room bookings by 25%. 2. Achieve sports guest room revenue by \$635,000. 3. Add six new amateur sports events		

Budget and Expenditures

State Dollars Awarded	\$18,862.16	Local Matching Dollars	\$18,862.16
Total Reimbursement	\$18,862.15	Total Expenditures	\$79,141.57

Marketing Activity Information

Magazine Ads Placed	11	Tradeshows Attended	3
Printed Materials Distributed	0	Other Marketing Activity	0

Project Outcomes

% Completed	100%
Objectives and Outcomes	
	Objective 1: Yes, guest rooms were up 27%. Objective 2: No, Revenue was down \$12,551 or 4%. Objective 3: Yes, we added 10 new sporting events.
*Bookings	39
*Room Nights Generated	2,504
*Avg. Room Nights Per Booking	64
Method of Calculation	5253 x \$109.25 for room charge = \$573,890.25 5253 x 3.2 x 244.28+\$4,106,249.09 NASC calculates that there are 3.2 persons per room for each of these events and there were 5253 rooms booked for sporting events during 2009/2010 fiscal year. We are using the formula of \$109.25 per room and \$244.28 per person for food, travel and other expenses.
Effect on Future Marketing	Our goal will always be to bring more sporting events and participants to the St. Charles area. With the help of grant funds, we will be able to continue our magazine advertising and participation in trade shows. Our magazine ads continue to focus on events that could be hosted in the St. Charles area. Trade show attendance will always be a must in order to continue to develop new relationships and strengthen existing relationships.

**These numbers reflect the portion of the overall outcomes that may be attributed to the Cooperative Marketing Project.*

Individual Contract Data for Projects Targeting the Event Planner - Amateur Sports Marketing

DMO Information

Contract #	10-08-008-34	DMO	Springfield CVB
Category	Amateur Sports Marketing	Project Name	Sports Marketing Project
Primary Objectives	1. Book 15,000 room nights from the Cooperative Marketing project 2. Book 11,000 room nights from the Sports Market 3. Book 35,000 room nights from other market segments		

Budget and Expenditures

State Dollars Awarded	\$12,572.50	Local Matching Dollars	\$12,307.50
Total Reimbursement	\$12,307.50	Total Expenditures	\$138,397.00

Marketing Activity Information

Magazine Ads Placed	7	Tradeshows Attended	5
Printed Materials Distributed	0	Other Marketing Activity	0

Project Outcomes

% Completed 98%

Objectives and Outcomes Objective 1: met, 16,851 room nights were booked. Objective 2: met, 11,700 room nights were booked. Objective 3: met, 35,200 room nights were booked.

***Bookings** 2

*Room Nights Generated	2,080	*Economic Impact	\$1,497,787
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*Avg. Room Nights Per Booking	1,040	*ROI for Every Dollar Spent	\$60.85
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Method of Calculation Attendee expenditures is based on the number of attendees x number of days x \$150 per day. Attendees x 3 days x \$150 = Economic Impact

Effect on Future Marketing We measure the success of each component of this project to determine which components that we want to continue. We will evaluate each component as we continue to receive results.

**These numbers reflect the portion of the overall outcomes that may be attributed to the Cooperative Marketing Project.*